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# *The* TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, January 15, 1906.

## THIS IS IT

**T**he life of Arcades  
**H**olds the trade in Cafes  
**E**asily increases your receipts  
  
**R**ight Player, right price  
**E**stablishes trade wherever placed  
**G**uaranteed income for the speculator  
**A**tracts and holds attention anywhere  
**L**imit to its earnings never reached



THE REGAL PIANO AND PLAYER CO. 891 Southern Boulevard  
NEW YORK



TS 1201  
P. 574



## 1906 IS HERE

The New Year, with all its prosperity prospects, is in our midst.

If you want your business to grow, and the next 12 months' profits to show larger than the last, you must

## Start the New Year Right

Just how prosperous 1906 can be made for you will depend entirely on what records you handle.

# Indian Records are the best by any test



Dealers everywhere are making money selling them at the new flat prices retail :

7 inch Records	-	35 cents each
10 " Records	-	60 cents each

which we established October 14th, 1905.

If your business is not as profitable as you wish, write us and we will tell you

## HOW TO MAKE IT PAY

# AMERICAN RECORD COMPANY HAWTHORNE, SHEBLE & PRESCOTT

SALES MANAGERS

SPRINGFIELD,

MASS.





# The Talking Machine World

Vol. 2. No. 1.

New York, January 15, 1905.

Price Ten Cents

## PITTSBURGIANS SATISFIED

With the Talking Machine Business for the Past Year—Notable Feature of the Trade Was the Demand for High Grade Outfits—Columbia Co. Lease New Quarters—The Outlook for the Year Satisfactory.

(Special to The Talking Machine World.)

Pittsburg, Pa., Jan. 10, 1906.

The January round of the dealers in talking machine goods throughout Pittsburg showed that the holiday business had come up to and exceeded all expectations. There were none to kick. All reported the best business in the history of the trade. Another interesting fact stands out. An analysis of the machines sold shows that there were more high grade outfits sold and a correspondingly smaller number of the cheaper grades. In many instances persons who had purchased machines formerly exchanged these out-of-date instruments for new and improved ones. Many holiday purchasers were from that class of men who could write their checks for six figures if they cared to.

There could be no more gratifying single fact than this to start the new year. With such an experience behind them, the manufacturers can go ahead on lines which are no longer experimental, and there is no doubt but that the machines which will be put on the market during the coming year will be of a constantly advancing grade. In talking over this phase of the business with the president of one of the largest manufacturing concerns during his recent visit to Pittsburg, he said: "I believe that during the coming year there will be no machine in our catalogue which will sell for less than \$20." This is as it should be. The bane of the talking machine business is and has been the cheap machines which have been put out in the past. These were badly adjusted, poorly constructed mechanically, and their reproduction was at all times bad.

Manager McMurtry of the Columbia Co. has just closed a lease for the six-story building at 636 Penn avenue, and has already a force of carpenters at work fitting the same up for occupancy by the different departments of the company. The building will be known as the Columbia Phonograph Building. It is a modern fireproof structure with a handsome terra cotta front and will be of itself a constant advertisement for the business of the company. It is hoped to occupy the building by the first of February.

Messrs. Powers & Henry of the Talking Machine Co. have enlarged the capacity of their store by adding a room on the second floor, directly overhead, and connecting the same with their ground floor by a handsome stairway. The windows of their store during the holiday season were perhaps the most tastefully decorated of any talking machine store in the city. The basic colors used were white and gold, and the effect was very striking indeed.

The talking machine department of the music store of the S. Hamilton Co., which was opened just before the holidays, had a very prosperous month. Their display of Edison, Victor and Columbia goods was a good one, properly arranged and admirably handled.

Merrill L. Bardwell, formerly of the Powers store in Buffalo, has returned to Pittsburg and entered the employ of the Columbia Phonograph Co., in charge of floor sales.

Michael Bard, of the firm of Bard Bros., of Wheeling, spent a few days in Pittsburg early in

## WANTED

Capable man to take charge of our talking machine repair department. We are jobbers of both Edison Phonographs and Victor Talking Machines. Nobody but a competent man and a rustler need apply. Address Dept. D,

J. W. JENKINS' SONS MUSIC COMPANY,

Kansas City, Mo.

January. Bard Bros. have been exceptionally successful in their new venture in Wheeling, and the senior partner looks forward to winning still greater laurels in the future. Their success only shows what can be accomplished when there is specialization in the direction of selling talking machines.

In course of an illustrated article the Pittsburg Post says some complimentary things of the enterprise of the Theo. F. Bentel Co., and adds: "They carry at all times about 100,000 cylinder records and 50,000 disc, ranging in price from 35 cents up to the grand opera records at \$5 each. They supply over 750 dealers in Pennsylvania, New York, Ohio, West Virginia and Kentucky, from the wholesale department. In the retail department machines and records are sent all over the world, including South America.

"Over 2,300 active retail customers buy from the firm weekly, and they dispose of about 50,000 Edison records every month. Among their customers are numbered many Pittsburg millionaires. The institution is the largest purchaser of Edison records in the country.

"The Theo. F. Bentel Co. is capitalized at \$100,000, all paid in, and is officered as follows: Theo. F. Bentel, president and treasurer; W. J. Tipper, vice-president, and Edwin E. Natcher, secretary.

"The firm believes in judicious newspaper advertising, and, like John Wanamaker, lays aside 2 per cent. of its income for this purpose. This was the result of a long correspondence had with Mr. Wanamaker on the subject by Mr. Bentel. When first starting into business Mr. Bentel took up the question of advertising with Mr. Wanamaker, and suggestions were passed back and forth and finally a decision was reached as to the percentage of income to be used for advertising."

## BYRON G. HARLAN AS SANTA CLAUS.

The Well Known Singer Helps Elks to Bring Christmas Cheer to Needy Children.

The Orange (N. J.) Lodge of Elks fittingly exemplified that "charity" is of the fundamental principle of the Order on last Christmas day, when 350 needy children were made happy.

Mr. Harlan was the inspiration of the entertainment and chairman of the committee that undertook the affair. Santa Claus was personated by Mr. Harlan, who amused the boys and girls by his actions and funny songs. In addition to the Christmas tree there was a big turkey dinner, and also an entertainment of Edison's moving pictures and music.

Expressions of pleasure were on the faces of all present, and the poor mothers with infants in their arms and the little ragged children who received shoes, stockings, sweaters, mittens and underwear were too happy to believe it true.

Perhaps none really got more pleasure out of it than did Mr. Harlan. He said his mother suggested the idea to him when he was out West last summer. He thoroughly believes "a good deed well done" is always a pleasure.

## LYON & HEALY'S NEW DEPARTMENT.

(Special to the Talking Machine World.)

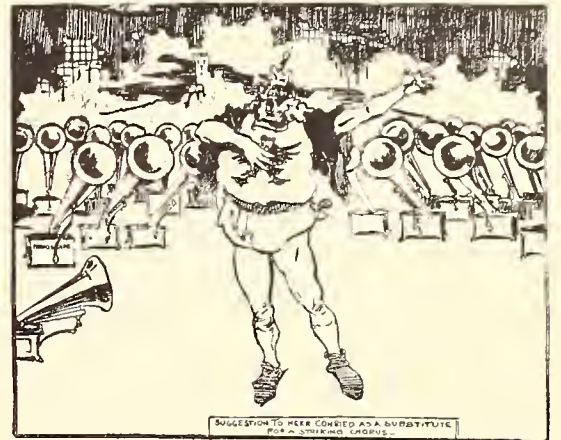
Chicago, Ill., Jan. 12, 1906.

Lyon & Healy have opened another department to their already large and growing business. In the last four weeks they have sold over thirty complete outfits for the study of French, German and Spanish. L. L. Lewis, B.A., who is in charge of this department, has had considerable experience with these courses. He is an honor graduate of Queens University. He prepared himself for a trip to Cuba and Mexico in less than a year, taking spare time outside business hours with one of these outfits. The International Correspondence Schools of Scranton are the authors and editors of these courses,

## SUBSTITUTES FOR OPERA CHORUS.

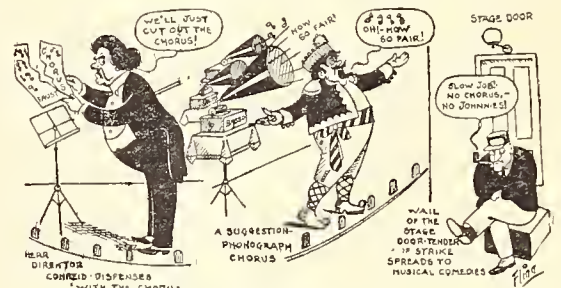
The Gentlemen Who Deal Out Humor for the Daily Papers Utilize the Talking Machine in This Connection Most Effectively.

The strike of the chorus at the Metropolitan Opera House during the past few weeks has been the subject of much jocular comment in the New York papers, and all sorts of suggestions for substitutes were made to Director Conried by the cartoonists. For instance, the clever artist of the New York Times conjured up the following idea of a talking machine chorus to take the place of the missing artists:



The idea might have been acted upon were it not for the fact that Herr Conried compromised and paid the twenty-five dollars per week demanded by the strikers.

The cartoonist of The World some days later worked up a somewhat similar idea in another form, which is worthy of reproduction, as it shows what a place the talking machine has won in the minds of leading cartoonists as well as literary men.



It is very probable that had not Herr Conried acceded to the demands of the chorus some such substitute as talking machines would have been welcome. Indeed, the experiment would be highly interesting, apart from the humor of it.

## VICTOR CO. CHANGES PLAN.

The Victor Talking Machine Co. have changed their plan of sending out sample records to dealers and distributors. Hereafter the regular monthly records cannot be sold to the consumer or retailer until the 28th of the month preceding the date of the supplement. In other words, the February records cannot be placed on the market at the regular retail or wholesale prices until January 28. Nevertheless the samples of same are forwarded to the distributor on the first of the preceding month. Same can be shown to the dealer, but not sold.

## GOLD MINES!

The properly conducted store, properly advertised, is really a gold mine. Keep your men busy—let me write your advertising. Write me to-day.

R. E. GRANDFIELD, Fall River, Mass.



## CAPITAL NOW \$10,000,000.

The American Graphophone Co. at the Meeting Held Last Week Increased Their Capital to the Foregoing Amount and Changed the Par Value of Their Stock from Ten to One Dollar Per Share—Directors Increased to Seventeen—Splendid Report of the Year's Business.

At the annual meeting of the stockholders of the American Graphophone Co., held at Bridgeport, Conn., on the 8th inst., the report of the president was received and showed not only a sound and healthy condition of the company but a continuation in growth and enlargement. In view of the rapid growth of the business and the constantly increasing demand for the Company's output making a further increase in capital desirable, it was voted, upon the recommendation of the Board of Directors, to increase the capital stock of the company from \$5,000,000, which had consisted of \$2,500,000 preferred and \$2,500,000 common stock, to \$10,000,000, consisting of \$2,500,000 preferred and \$7,500,000 common stock. It was also voted to change the par value of the stock from \$10 to \$100 per share, and to increase the number of directors to seventeen.

The annual statement of the American Graphophone Co. for the year ended September 30, 1905, shows an increase in net earnings of \$105,283, and an increase in surplus of \$91,104. The income account, with comparisons, is as follows:

		Increase.
Net earnings .....	\$803,643	\$105,283
Other income .....		*31,565
Charges, depreciation, etc. ....	174,094	47,627
Preferred dividends .....	117,210	24,864
Common dividends .....	54,067	30,033
Reserve account .....	160,000	*120,000
P. & L. surplus .....	298,272	91,104

\*Decrease.

## OPEN COIN-SLOT PARLOR.

Gordon Bros., of Worcester, Mass., have opened a coin slot parlor in Lawrence, where they have a very fine line of Edison goods.

## WHY NOT QUARTERLY BULLETINS.

In Place of Monthly Lists—The World Opens Its Columns for a General Expression of Opinion on This Subject.

The question has arisen among manufacturers of records as to the wisdom of issuing a quarterly bulletin of new records in place of the monthly lists now appearing.

We do not know that any company has definitely decided to follow this course, but the matter is being considered from all sides, for and against. We would like to see a general expression of opinion from dealers and jobbers, and we offer the columns of this paper for an open discussion as to the wisdom of this move and its probable effect on the trade, if it should be universally adopted.

The scope of this question is broader than it appears at first glance. We believe that a thoughtful consideration of this matter by the trade at large will bring out some valuable suggestions. Let us hear from you, gentlemen.

## TALKING MACHINES AS A SIDE LINE.

A Leading Small Goods Man Descants on This Feature of the Trade and to Good Purpose.

A large retailer in musical merchandise, in speaking of the talking machine business as an auxiliary to his business, said to The World in the course of a conversation bearing upon that subject: "When I first took the matter into consideration, I could see nothing in it, and for a long time looked upon it as a detriment to any business. I found out, however, that some of my customers wanted these machines, and if I could not supply them, and the records as well, they would go elsewhere, and in so doing, would in all probability buy more or less musical merchandise, so I placed in stock a few machines as an accommodation. In a short time I found that instead of conflicting with my interests they

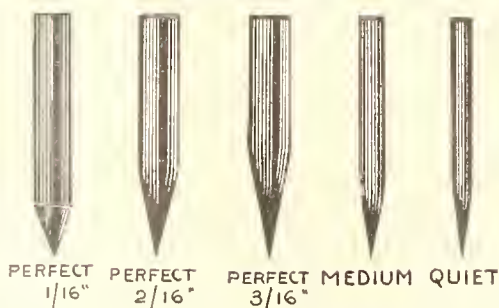
were of a direct benefit to my trade as they were the means of bringing in customers that had never before visited my place, and through the sale of a few records or a machine was able to sell them a good bill of my other wares. Later, I found that the talking machine was a good seller the whole year around, while much of my other stock moved only at stated seasons, and that the sale of a talking machine meant a continued revenue from records. I now regard the talking machine part of my business as one of the most important, and have gone to a great deal of expense to properly take care of it by the erection of booths, etc. The man who says it is only a passing fad and cannot be made to pay, has never gone at it in the right way, and cannot handle any class of musical merchandise profitably. In the talking machine business, like any other branch of the musical trade, a dealer must study his customer. If I see that the desire is for classical and sacred music, I never think of offering a coon song or a piece of rag-time music except by request, and when I am in doubt I pick out some excellent rendition of some one of the old time favorite songs that appeal to all classes. Another thing I have learned, and that is never to judge the size of a bank roll by the dress worn by the customer. There are many successful dealers in talking machines in the country at the present time, and as each year rolls on I expect to see the number greatly augmented. I regard the business as still in its infancy, and as perfection comes nearer, the time will come when the talking machine will be a fixture in almost every home where there is any love for music. I see that sometimes it is spoken of as the 'poor man's' instrument. I take notice that the rich are becoming the best customers, and enjoy it as much as the poorest."

At the regular directors' meeting of the Betini Phonograph Co., 156 West 23d street, New York, on the 10th inst., the strong showing made by Manager Barklow was favorably commented upon and commended. The company is doing an excellent business.

## Do You Use Our Needles?

EVERYONE WHO DOES USE THEM RE-ORDERS. THERE MUST BE SOMETHING IN IT. GET IN THE SWIM—ORDER TO-DAY.

## NEEDLES.



Wholesale-Retail

We can give you the lowest possible price for first-class needles. We do not handle any inferior grades. Everything purchased from us guaranteed to be the best obtainable.

## VICTOR GOODS

The recent reduction in the price of **VICTOR RECORDS** brings the **VICTOR** within reach of everyone.

If you are a dealer in talking machines, and do not handle the **VICTOR**,

SEND US YOUR ORDER AT ONCE.

If you already have them, STOCK UP.

We are exclusively **VICTOR** jobbers.

## The "ADJUSTABLE" Sound Box

This is something entirely new and is acknowledged by experts to be the best they have ever heard.

HAS A TWO-INCH DIAPHRAGM.

Jobbers and Dealers should

PRICE \$5.00.

GET WISE.

LIBERAL DISCOUNTS.

SAMPLES READY.

## AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET (BROOKLYN), N. Y. CITY

LARGEST TALKING MACHINE HOUSE IN THE CITY.



## TIMELY TALKS ON TIMELY TOPICS.

Music publishers may have their grievances against record manufacturers, but the properly informed know that the existing copyright law affords them no protection, so far as court decisions to date have dealt with the question. More's the pity; but facts cannot be overcome by frenzied statement conceived in error and expressed in bias and prejudice. A contributor, signing himself "Silas Deane," in an esteemed contemporary, begins a violent tirade by saying: "The latest thing that has come to afflict the sheet music business is the free phonograph record." Then he goes on and gives rein to opinions which are not only untruthful and misleading, but is the veriest balderdash to those at all familiar with the methods followed in choosing selections for making records. "Talent" are not on the same footing as in the music trade; their usefulness depending entirely on their specific adaptability. The idea of music publishers engaging to buy records if their melodies are used is preposterous, if the leading companies are aimed at; for they require a signed agreement covering certain conditions of sale, the violation of which is no light matter. The free distribution of records is therefore out of the question. In this particular instance a little information is a dangerous thing, and the voicing of it in the manner described ridiculous in the extreme.

\* \* \*

Jack of all useful trades is the moving picture machine, which has been successfully applied to natural science research, microscopy, electrical and physical phenomena, medical science, chemistry and anthropology, and, latest of all, to a native devil dance in Borneo. The march of civilization is so rapidly taking undeveloped peoples beyond their native customs that it is of the greatest importance some means should be adopted for placing them on record. And in

this work the moving picture is the ideal agent, for by its aid is obtained a truthful and permanent record of native ceremonies and customs.

\* \* \*

With the frequency which the amplifying horn is referred to as an indispensable adjunct in the reproduction of sound by means of the talking machine, news comes that an invention is nearing perfection to supersede the horn entirely. The sanguine prophet of this revolutionary innovation declares that not many moons will wax and wane before the hornless machine will be a practical and commercial success. The mechanism employed and the results obtained are described as akin to the music box. Possibly advocates of the horn may have something to say concerning this alleged latest discovery, and in that event the controversy may be conducted in a manner more forcible than elegant.

Jobbers and dealers who failed to see far enough into the future to gauge the overwhelming holiday trade that ensued, were greatly bothered for lack of goods to meet the demand. It is not stating it too strong to say that the exceptions were few, indeed. An Eastern jobber of the earliest experience in the trade and of impeccable financial standing, must have been wise to the coming events which cast their shadow before, as he placed his holiday order for his leading line in June last. In other words, he got in on the ground floor, and when the trying times came along and the clamor for goods the loudest, this jobber was happy with a full supply, and his reward was proportionate to his wisdom. Further comment is needless.

Speaking of the shortage of stock, one of the manufacturing companies, on behalf of their sales department, said: "It is due the general manager of sales to say that no official of this company

has worked harder in the past four months to apportion fairly and equitably among the jobbers the output of machines. It has been his daily task to sit down with a tabulated sheet showing the orders on file and designate how each day's output should be shipped." As this pressure has now been relieved, the company suggests (the advice is of general application) that unfilled orders should not be cancelled, "for the sale of talking machines has ceased to be a matter of seasons. It is an all-year-round business, with less variation in volume each month than many lines generally regarded as more staple. The sooner this fact is recognized the better it will be for all concerned." No truer words were ever penned, and events since the first of the year—only a few brief days—prove this assertion beyond a doubt.

A prominent New Jersey physician, who has an unenviable reputation for his unintelligible writing, not so very long ago had occasion to leave instructions for a nurse who had charge of one of his patients. Learning that they had a correspondence school phonograph in the house he dictated his message, and found it such a successful means of communicating his wishes to both patient and nurse that he is seriously thinking of purchasing several and installing them in homes where the care of a nurse is a necessity. He knows that they can easily misinterpret his writing, but cannot fail to understand his verbal instructions when delivered by means of a phonograph.

One of the shrewdest men in the trade, eminently successful and president of a concern with a world reputation, in advising with a buyer and jobber, told him to treat his customers all alike as to price. "Have one selling figure on your machines, records and accessories, and stick to it," he remarked, "until Hades freezes over. Any other policy is hazardous, if not suicidal." These observations came up in the course of a conversation regarding the status of jobbers as such as distinguished from dealers who are only heavy

## Announcement to the New England Trade

Our talking machine business has grown so steadily and rapidly, that for the third time in six years we have found it necessary to remove to larger quarters. We have just had completed the largest stock department for records in the United States at our headquarters, 48 Hanover street, covering an entire floor containing 10,000 square feet, devoted solely to the wholesale trade. With our new facilities we are enabled to carry in stock at all times records in sufficient quantities to take care of the largest orders. To our patrons we are sincerely appreciative for their favors and to those dealers who have not favored us we invite them to call or communicate with us, and we will use our best endeavors to make their dealings with us pleasant and profitable for them.

**BOSTON CYCLE & SUNDRY CO.**



Sole New England Distributors for Special Lines of Flower Horns

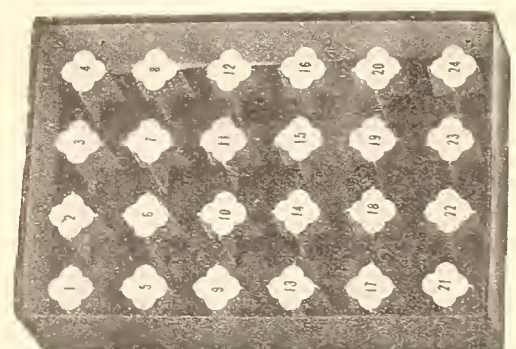
**The Kind That Sells**

Write for Quotations

We get our New Edison Records from the factory by Express and ship to dealers the same day received.

**Send us your  
FEBRUARY  
ORDER**

Manufacturers of "LYNN" Record Boxes and Cases



**The Best Made**

NEW ENGLAND DISTRIBUTORS OF  
**The New Zon-o-phone and 10 Inch Disc Records**  
NEW PRICES. NEW DISCOUNTS 75,000 EDISON RECORDS ALWAYS IN STOCK

**BOSTON CYCLE & SUNDRY CO.**

J. M. LINSOTT, Mgr.

48 Hanover Street

BOSTON, MASS.



buyers, a matter which has been referred to in previous issues of *The World*. Judging from present practices, which the future may change, though it does not seem likely, the discussion seems fruitless and a waste of time and energy. It is held the manufacturers are disinclined to make any distinctions. That one time a company of high standing, with transactions in every section of the globe, had three different discounts; but the plan would not work, so it was surrendered and the system adopted now in vogue on sales to jobbers and dealers, with no intermediate differences as to terms than is allowed on quantity purchased. So the applicability of treating all alike in this connection is readily recognized.

Elsewhere in our news columns the details of several sales making the highest records ever known are given. It looks as if 1906 is to go so far ahead of any previous years as to render comparisons "odorous," according to the predictions of an authority. If sales of such magnitude are already materializing, what may be expected when things are in full swing.

The time and attention devoted by the retail dealers in talking machines to their window displays for the holiday season proved conclusively the fact that if a dealer wants to sell anything it must be shown to the public. The dealers as a whole were exceedingly well pleased with the December trade, and in the volume of business pronounced it fully up to their expectations. There is a general feeling that they would have made more money if the price of records had been maintained up to January 1, but that loss was partially made up by the increased sale of both records and machines. Most of the dealers are preparing for the spring and summer campaign, and will carefully watch for any novelty connected with the talking machine business that will yield an additional profit. There is a growing tendency on the part of many of the dealers to confine themselves to one line of products, owing to the cost of carrying complete stocks of all makes and being unable to return unsalable goods, or to get rid of them on the "bargain counter." Many dealers had on hand a number of used records, which they had taken in exchange, and which under the new rules they could not return. These they have been selling at any price as "slightly used."

Samples of the National Phonograph Co.'s grand opera records were in the hands of the jobbers on the 2d of the month, as per advance announcement circulars. The records will be shipped the dealers with their regular February order. While the demand for these beautiful records was expected to be large, the actual orders placed exceeded the estimate of General Sales Manager Wilson over 100 per cent. The business of the company for the year is calculated on a new high-record basis. On December 31 they were behind 50,000 phonographs of the various sizes actually booked for delivery.

At a meeting of the Western Railroad Classification Committee at Los Angeles, Cal., talking-machine interests will petition for a reduced rate on their goods—the classification to be first class, instead of one and a half, as now. The leading manufacturing companies, jobbers and dealers will be represented before the committee. The classifying of freight is based on its fragility, but the trade are prepared to present proof that not a single case of talking-machine goods has been damaged in transit, a record unequalled in any line of business, due to the care with which packing is looked after. The rate prevails west of the Mississippi river only.

In announcing that their new cylinder, standard size, records would be on the market about February 1, Leeds & Catlin Co., New York, also state they have no idea of making a six-inch record. As Mr. Leeds remarked: "In our judgment the time for the six-inch record as a commercial proposition has not arrived. Of course, companies who manufacture a machine to use with the half-foot record are in the proper position. As

it is their own affair, and know their own business best, it would be presumptuous on our part to criticise. Our company makes records only, and not machines, and for the present, at least, we do not contemplate entering that field. When the six-inch machines become generally distributed, both in the trade and with the public, then it will be time for us to commence making cylinders of that dimension."

A gentleman who began to feel that the conversation and manner of speech in his home were not as pleasant and refined as they ought to be, was one day reading Robert Burns' poem addressed to a louse he had seen on a lady's bonnet at church. When he came to the verse

"O, wad some power the giftie gie us,  
To see oursel's as ithers see us"

he made a new version, as follows:

"O, wad some power the giftie gie us,  
To hear oursel's as others hear us!  
It wad frae monie a blunder free us  
and foolish notion."

After a little reflection he said to himself, "The talking machine's the thing," so he purchased one and asked a friend to select some day when neither he nor any member of the family knew what was to be done and have recorded every word spoken in the sitting room of the home. When the records had been made they were given to the assembled family. One after another began saying, "I didn't say any such thing!" Ah, but there were the words and the voice, and the very tone of expression. Curiously enough, the gentleman found that he himself was often shown to be one of the rudest of all.

But he says that phonograph has wrought a moral revolution in his home, and he would not part with that one lesson for a thousand dollars; and often now he murmurs to himself:

"O, wad some power the giftie gie us,  
To hear oursel's as others hear us"

God bless Bobby Burns and the man that invented the talking machine.

The year 1905 was one of unexampled prosperity to the entire country and great strides were made in all industrial businesses. In few other industries have greater advances been made than in the manufacture of talking machines, observes the Edison Phonograph Monthly. The growth of the business has been of a phenomenal character and quite beyond the expectations of even the most optimistic men connected with it. Regarded but a few years ago as a fad that would soon run its course, the phonograph has, by its rapid evolutions, won widespread recognition as an article quite as staple as a piano and as likely to endure.

Had a prophecy been made a dozen years ago that a phonograph store would ever be opened in the ultra fashionable shopping district of Fifth avenue, the prophet would have been regarded as only fit to make a "maniac" record on the phonograph of that day, but one of the most perfectly appointed retail warerooms in the city has been opened by Stanley & Pearsall at 541 Fifth avenue, almost in the shadow of Delmonico's and other noted establishments of that famous thoroughfare. George A. Stanley, the head of the firm, who was until a short time ago the manager of the talking machine department of the Jacot Music Box Co., is a veteran in the business, having been actively engaged in it for the past sixteen years, and has seen the talking machine develop from a scientific toy to a work of art that adorns the homes of the wealthiest in this city of great riches. In their new warerooms they carry the Victor line only and cater to the trade that is found in that thoroughfare. They believe that business promises great things for the future, and by looking at their patrons it can easily be seen that the millionaire enjoys the tuneful melodies as thoroughly as his less fortunate fellow citizen, laughing at the coon songs and ragtime melodies as much as they.

"The phonograph has opened up a new and lucrative field for professional musicians," remarked the manager of a talking machine establishment this week. "Quartettes and soloists

are in demand for the production of the records, and some of the large manufacturing establishments have orchestras in their employ to furnish all the latest musical gems. Like the piano, the phonograph has come to acquire a recognized place in most homes, and its perfection has raised it from the plane of a mere curiosity. Grand opera stars now sing for the manufacturers, and their voices are reproduced with remarkable distinctness. It is to the lesser musicians, however, that the phonograph is proving most profitable. Many gain steady engagements with the record manufacturers, and the wide sale of the machines is bringing to the notice of the public deserving singers who might otherwise be a long time in attaining popularity to which they are justly entitled."

A new variety of clocks now made in Europe speaks the hours instead of striking them, through an ingenious application of the phonograph. Many nervous people who object to the strident and often harsh sounding bells proclaiming the hour and half hour will appreciate a softly modulated voice announcing the time.

The French inventor has made clocks with speaking discs of various kinds to serve as alarms. You can be awakened by the vigorous crowing of a cock or the sound of a well-known voice. They are arranged to call out in various degrees of modulation, some loud enough to rouse the heaviest sleeper.

As alarm clocks, they should in time, supersede all others, for the discs can be changed as often as necessary, so that the sleeper will not become so familiar with the call as to sleep on, which often happens in the case of the ordinary clocks with bells. If a boy is awakened out of his slumbers by a loud call to "Wake up!" or "Time for school!" muttered in the familiar voice of his mother or father he is much more apt to heed it than an ordinary alarm bell.

## NATIONAL PHONOGRAPH CO.

**Demands of This Growing Business Necessitate the Erection of More New Buildings.**

The National Phonograph Co. are steadily adding to their great manufacturing plant at Orange, N. J., and although the buildings now occupied cover in the neighborhood of twenty acres, new ones are being erected one after another in order to take care of the vast amount of business done by them. A new three-story concrete building, 187 feet long by 40 feet wide, was completed not long ago, and will be used for a machine shop and manufacturing purposes.

As every inch of floor space in the old buildings is being used to the best possible advantage, two new buildings are now under way for the sole purpose of manufacturing the new Edison battery which is used for running automobiles, trucks, cams and vehicles of all kinds.

Within the next ten days the new building for nickel-plating purposes will be completed. It is 287 feet long and 50 feet wide, made of concrete and steel construction. It has a 50-foot span, without any columns, and 50-foot beams, with a seven-foot monitor top for ventilation. A 20-ton crane will be used in this building to carry the heavy articles from one end to the other.

For the manufacturing of the new Edison battery the foundations are now being laid for a concrete building 600 feet long by 62 feet wide, extending along Ashland avenue, the same as the smaller one, only this one extends the length of the entire block from Charles street to Lakeside avenue. It will be four stories high. The different floors will be divided into departments.

## VICTOR CO.'S GREAT BUSINESS.

It is said that the business transacted by the Victor Talking Machine Co., of Camden, N. J., during the present year will exceed \$12,000,000. In view of the expansion of their business and the arrangements made to meet it, it is certain that this wonderful record will be far exceeded in 1906.





## One dealer sold \$54,000 worth

of *VICTOR* goods in three months, and the population of his town was only 100,000.

He saw the opportunity to get in on the demand we create by our magazine advertising. He realized that a part of the 46,000,000 people reached each month by the magazines carrying our advertisements lived right around him and wanted


## Victor Talking Machines and Records

But he didn't depend upon us to do all the work for him. He pitched in and did some advertising on his own hook in the local papers—told people he had the *VICTOR* and would be glad to play it for them if they came to his store.

Other dealers have been just as successful by working along these lines.

Why don't you try the same thing?

**VICTOR TALKING MACHINE COMPANY**  
**CAMDEN, N. J.**

 P. S. One of the most valuable "hints" to a keen dealer is: Place standing monthly orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them.)

Artistic Monthly Bulletins furnished free for this purpose.



### OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 10, 1906.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

#### DECEMBER 10.

Berlin, 524 pkgs., \$8,613; 455 pkgs., \$7,062. Brussels, 31 pkgs., \$420; Bombay, 50 pkgs., \$766. Buenos Ayres, 59 pkgs., \$2,000; Calcutta, 19 pkgs., \$651. Callao, 13 pkgs., \$373. Cartagena, 5 pkgs., \$126. Colon, 6 pkgs., \$105. Cienfuegos, 15 pkgs., \$325. Glasgow, 46 pkgs., \$753. Hamburg, 3 pkgs., \$150; 3 pkgs., \$285. Havana, 42 pkgs., \$1,145; 20 pkgs., \$2,545. Hayre, 21 pkgs., \$2,185. Iquique, 7 pkgs., \$210. La Guaira, 20 pkgs., \$467. Liverpool, 38 pkgs., \$1,905. London, 13 pkgs., \$134; 848 pkgs., \$12,864; 229 pkgs., \$4,753. Mexico, 4 pkgs., \$123. Melbourne, 184 pkgs., \$5,583. Milan, 37 pkgs., \$700. Para, 75 pkgs., \$17,491. Rio Janeiro, 11 pkgs., \$178; 20 pkgs., \$1,840. Savanilla, 3 pkgs., \$370. Southampton, 10 pkgs., \$320. St. Johns, 7 pkgs., \$285. St. Petersburg, 5 pkgs., \$214. Valparaiso, 15 pkgs., \$399. Vienna, 12 pkgs., \$346; 42 pkgs., \$1,632.

#### DECEMBER 18.

Berlin, 113 pkgs., \$2,100. Bombay, 10 pkgs., \$245; 34 pkgs., \$710. Buenaventura, 15 pkgs., \$199. Buenos Ayres, 6 pkgs., \$442. Callao, 1 pkg., \$150. Delagoa Bay, 23 pkgs., \$405. Genoa, 3 pkgs., \$150. Havana, 10 pkgs., \$366; 32 pkgs., \$905; 24 pkgs., \$1,057. Havre, 28 pkgs., \$1,600. Limon, 3 pkgs., \$101; 12 pkgs., \$227. London, 508 pkgs., \$9,875; 1,101 pkgs., \$16,517. Melbourne, 186 pkgs., \$5,158. Mexico, 6 pkgs., \$129. Montevideo, 2 pkgs., \$172. Milan, 6 pkgs., \$250. Neuvas, 16 pkgs., \$477. Oporto, 165 pkgs., \$165. Rio de Janeiro, 9 pkgs., \$664. Savanilla, 4 pkgs., \$149. Shanghai, 12 pkgs., \$395. Sydney, 175 pkgs., \$4,480. Valparaiso, 65 pkgs., \$2,850; 23 pkgs., \$503. Vera Cruz, 11 pkgs., \$228.

#### DECEMBER 26.

Algoa Bay, 11 pkgs., \$792. Antwerp, 8 pkgs., \$388. Berlin, 129 pkgs., \$8,088; 94 pkgs., \$2,005. Brussels, 40 pkgs., \$291; 41 pkgs., \$293. Bombay, 62 pkgs., \$1,247. Buenos Ayres, 2 pkgs., \$133. Callao, 4 pkgs., \$101. Cardiff, 5 pkgs., \$105. Colon, 2 pkgs., \$121. Corinto, 8 pkgs., \$127; 8 pkgs., \$165. Guayaquil, 9 pkgs., \$302. Hamburg, 5 pkgs., \$168. Havana, 8 pkgs., \$261. Japan, 8 pkgs., \$971. Havre, 11 pkgs., \$700. La Guayra, 5 pkgs., \$113. Limon, 73 pkgs., \$143. 23 pkgs., \$348. London, 101 pkgs., \$3,655; 1,175 pkgs., \$14,935. Liverpool, 26 pkgs., \$395. Montevideo, 2 pkgs., \$3,042. Manchester, 26 pkgs., \$326. Manila, 9 pkgs., \$140. Matanzas, 19 pkgs., \$508. Para, 7 pkgs., \$405. Santiago, 13 pkgs., \$290. Sheffield, 8 pkgs., \$864. Tampico, 25 pkgs., \$1,087. Vienna, 17 pkgs., \$413; 20 pkgs., \$466.

#### JANUARY 1, 1906.

Berlin, 82 pkgs., \$6,541. Brussels, 106 pkgs., \$793. Caibarien, 1 pkg., \$150. Callao, 7 pkgs., \$770. Cape Town, 7 pkgs., \$230. Cienfuegos, 10

pkgs., \$193. Copenhagen, 7 pkgs., \$194. Fremantle, 52 pkgs., \$1,292. Glasgow, 12 pkgs., \$204; 57 pkgs., \$1,085. Guayaquil, 3 pkgs., \$124; 6 pkgs., \$161. Hamilton, 9 pkgs., \$114. Havana, 8 pkgs., \$995; 97 pkgs., \$2,959. Havre, 13 pkgs., \$275. London, 11 pkgs., \$1,612. Milan, 63 pkgs., \$1,148. Progreso, 4 pkgs., \$100. Rio de Janeiro, 30 pkgs., \$1,104. St. John, 25 pkgs., \$696. Valparaiso, 27 pkgs., \$827. Vera Cruz, 5 pkgs., \$120. Vienna, 31 pkgs., \$791.

#### JANUARY 8.

Berlin, 86 pkgs., \$1,494. Bombay, 9 pkgs., \$197. Buenos Ayres, 160 pkgs., \$6,714. Callao, 13 pkgs., \$148. Cardiff, 11 pkgs., \$354. Glasgow, 16 pkgs., \$457. Havana, 65 pkgs., \$1,176; 10 pkgs., \$149. Havre, 7 pkgs., \$345. London, 748 pkgs., \$12,884; 1,222 pkgs., \$11,718. Matanzas, 12 pkgs., \$105. Para, 10 pkgs., \$295. Pernambuco, 10 pkgs., \$807. Santiago, 7 pkgs., \$259. Sydney, 346 pkgs., \$4,988. Valparaiso, 93 pkgs., \$1,569. Vera Cruz, 9 pkgs., \$415. Vienna, 15 pkgs., \$312.

### TALKING MACHINES IN MANCHURIA.

Recent Boycott of American Goods Disappearing—Some Interesting Facts About the Trade in Talking Machines and Supplies in the Far East.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 8, 1906.

Consul-General Sammons, of Niuchwang, furnishes an interesting report on the use of phonographs, graphophones and gramophones in Manchuria. The recent boycott had the effect of creating popular prejudice toward American machines, but it is expected that this prejudice will entirely disappear shortly and that the growing demand for machines of this kind will restore the popularity of those from the United States. Mr. Sammons writes:

Phonographs, graphophones and gramophones are sold in this market in small numbers, mostly by native dealers, who purchase cautiously through Shanghai houses. A cheap style of graphophone has sold here for from \$30 to \$40 Mexican, approximately \$15 to \$20 gold. Some of these instruments, ordered three or four years ago, when the Russians occupied this port, remain unsold. The indications are that a more costly instrument of the gramophone variety will become more popular. From \$140 to \$160 Mexican is paid for the better grades by Chinese, who take very enthusiastically to musical instruments of this kind. The Chinese have peculiar ideas regarding music box trade-marks. One quite famous trade-mark, showing a dog alert to catch his master's voice as it came from the horn, proved distasteful, for the reason that it seemed to couple the canine with the human listeners. Therefore, such a trade-mark had to be altered so as to show an old man listening to the music instead of a little terrier with a quizzical, expectant expression, mystified by a human voice coming from a metal funnel.

#### IN THE ARMY AND ON THE STREETS.

A few phonographs have been used by the Japanese army in lower Manchuria, largely through the efforts of the Young Men's Christian

Association, and the soldiers have shown continued interest. Whenever the phonograph is in operation there is always a crowd of interested soldiers who will not leave until the music ceases. A phonograph, graphophone or gramophone equipped with a Chinese record invariably attracts a throng, the limits of which indicate the zone of the carrying power of the instrument. Records used in this part of China are made, as a general thing, at Shanghai. Those reproducing the songs of Chinese actresses seem most popular. Phonographs are frequently used in public to attract a crowd, but there are in private Chinese families quite a number of small and inexpensive instruments of various patterns, largely of the toy variety. The cheaper grades bid fair to be supplanted by the more costly instruments.

#### EFFECTS OF THE BOYCOTT.

It is a significant fact that many small stocks of these instruments now in this part of the world do not appear in public under the Stars and Stripes. The license originally allowed the boycott agitation resulted in many far-reaching and incidious ramifications, such, for instance, as the tendency to disguise an article of American manufacture. This catering to the boycott sentiment is reflected in the removal of "U. S. A." from many of the musical instruments offered for sale in Chinese shops. Moreover, in the Oriental mind the fact that some of the instruments do not find buyers is not wholly supposed to be on account of the obsolete style or price, but is partially due to an aversion to barter in the wares of the boycotted nation. In some instances, where the fact that musical instruments are manufactured in America is disguised, the agents remove the words "Made in U. S. A.," and notify the trade that "They come from England."

There is, nevertheless, a growing demand for musical instruments of this class, and the outlook indicates steadily increasing sales.

### BUILDING UP A GOOD BUSINESS.

John F. Wilhelm, of the Eureka Talking Machine Co., 511-513 West Broadway, this city, is rapidly coming to the front as a manufacturer of disc talking machines. His new 1906 model tapering arm machine is meeting with remarkable success.

A novel feature used by Mr. Wilhelm to both sell machines and enhance the sale of records is as follows: By purchasing twenty one-dollar discs the buyer obtains a first-class machine, of which a cut appears in the Eureka's advertisement in this issue. Mr. Wilhelm is now prepared to place his instruments extensively before the trade, and has some highly interesting propositions to lay forth, which would pay those concerned to inquire about.

The National Discophone Co., New York, has applied for their discharge from bankruptcy. The application was unopposed, and it will doubtless be granted by the United States District Court in due course.

# THE TEA TRAY COMPANY OF NEWARK, N. J.

THE PIONEER MANUFACTURERS OF  
**Amplifying Horns**



Mulberry and Murray Streets,

NEWARK, N. J.



## BUSINESS CONTINUES BRISK

**In Manufacturing Branches of the Talking Machine Trade—Retail Has the Usual Relapse After Activity, But an Improvement Is Noted This Week—Cut in Price of Disc Records Helping Business.**

Not a great deal of difference is noticeable between the pre-holiday week and the present time, so far as business is concerned. Retail trade doubtless has suffered a slump, but it is only temporary, judging from the activity so pronounced in jobbing circles. Manufacturers declare the demand for goods is more insistent than ever, and aver they will find it difficult to fill orders promptly for either machines or records, and then only in part. Enlarged plants and greater facilities are significantly mentioned by all the prominent companies whose goods are the staple commodities of the trade, and this information is based upon measures now under consideration by the respective directorates.

The reduction in the price of disc records is now producing results primarily anticipated, and the increased orders have justified this step, which is now known to have been inevitable, no matter what the so-called wiseacres and chronic kickers predicted. The policy of the originators of the cut is regarded by the progressivists as not only proper, but reflecting enterprise and foresight of a high order. The improvement of manufacturing conditions, it is held, cannot be curtailed or hindered in their natural course of development by the hypercritical or ultra-conservatives, who are referred to as passing judgment from a selfish consideration alone. All changes require time for adjustment; and it appears affairs in the trade have again assumed their wonted tranquillity, and satisfaction reigns supreme. A year of magnificent accomplishment is regarded as absolutely certain.

## GOT FATHER TO WORK.

**Hitherto Unsuspected Influence of the Talking Machine—Stimulates Lazy Men to Activity.**

Another proof of the tremendous influence of the talking machine is to hand from the capital of the West—Chicago. Martin Stenstrup, of that city, is the living proof of its power to effect reform in the habits of an individual. Martin had been an industrious worker at his trade of interior decorator, but after he had taken part in several strikes the do-nothing habit got him, and he loafed around the house while his wife did washing and scrubbing to support the family.

One day Mrs. Stenstrup was stricken with a bright idea. She purchased or borrowed a talking machine, and also procured one record upon

which were traced the strains of that beautiful, pathetic ballad:

"Everybody works but father;  
He sits around all day."

She set up the instrument in her home and saw to it that whenever her indolent worse half settled himself down for his day's rest, it was set in motion. When she could not tend the machine herself she had one of the little Stenstrups wind it up, again and again.

For a while Stenstrup endured the vocal reproach without flinching. At last it got on his nerves. He arose, smashed the machine, and went to look for a job. He found one, and has it yet. His reform seems to be complete and permanent.

But truly, the talking machine had to do something to redeem itself, and create a reason for its further being.

## THEIR FOREIGN OFFICES.

The National Phonograph Co. have established a branch house at Calle Prolongacion del 5 de Mayo, 67-77, Mexico City, with Rofael Cabanas as local manager. The Australian house of the company is located at 340 Kent street, Sydney. It began business on January 1. Both offices are under the control of their foreign department, in charge of Walter Steevens.

## S. A. FLOYD IN NEW QUARTERS.

S. A. Floyd, the progressive talking machine dealer of Harrisburg, Pa., has recently moved into his new building, which is a five-story structure. He is occupying the ground floor and basement, using the entire forty-eight thousand square feet of flooring for the exclusive use of his talking machine business, to which he is devoting his entire energy. He carries a very extensive stock of both Columbia and Victor goods, and is in a position to handle both wholesale and retail. Mr. Floyd is a very popular gentleman, who is destined to be heard from.

## EDWARD B. JORDAN APPOINTED.

Edward B. Jordan, who has been recently re-appointed by President Roosevelt to his second term as Internal Revenue Collector for the second district of New York State, is a prominent talking machine cabinet manufacturer in Brooklyn. He makes cabinets for the Columbia Phonograph Co.'s graphophones, and also for the National Phonograph Co.'s slot machines. His son, Edward J., Jr., runs the plant, making his New York headquarters at the noon hour at "Ye Olde Tavern."

J. G. Williams, a prominent bookseller of Worcester, Mass., has a well appointed talking machine department.

## MAKING SELECTION OF RECORDS.

**How Plans Are Laid and Developed—Feeling the Pulse of the Publisher and Public—Some of the Good Sellers.**

"How do I make up selections for our records?" said the manager. "It requires some experience, of course, but after all it is something like this: We have a man who calls upon the music publishers, who load him up with their publications. With one exception, no charge is made to us for the music, the understanding being they are only too glad to have their songs, selections, waltzes, marches, etc., reproduced. Then I go through all the music papers carefully to see what is being used, together with the names of the professionals, and from that we can, in a measure, judge whether they are worth while. The musical criticisms of daily papers, which are closely scanned, affords us a line on the operas and higher class music. When the selections are decided upon we pick out the 'talent' suitable to learn the piece. Here is where mistakes are occasionally made. For example, we would prefer consulting the 'talent' as to the people whose voices are best adapted for the purpose, but we found this did not work, as the parties of whom we sought advice on this point almost invariably insisted on recommending themselves for the assignments, and this plan had to be wholly abandoned. After the decision is finally made at the laboratory, then the task of learning the pieces is entered upon. Before the record is made, however, the voices or sound are tested, and the result at once 'thrown back,' from this the record maker can tell if the reproduction is of proper quality.

"We have asked publishers to designate whether their music should be sung by a soprano, tenor, baritone or bass voice," continued the manager; "but evidently they do not care to extend this courtesy, for they never comply with our request. Relying on our own resources, we must do the next best thing, and take chances. For instance, a song cannot be called a 'hit' until it is heard, no matter what kind of a 'knock-out' its publishers may believe it to be, or what is said about it in the newspapers. We have trained men who sit in the 'gallery of the gods' in theaters catering to the public through popular songs, and they seldom fail to pick the winners, though mistakes will be made. This occurred with the song 'Sympathy,' which we thought little of at the time it was first recorded, and for months we held it up. But we cannot get enough of the records now, and the same is true of 'Everybody Works But Father.' Just ordered four thousand made up to-day, and this is only a really small fraction of what has been turned out. Harris' songs always sell, as they have a swing people like, and we never miss it with any of his writings. These names are selected at random simply as illustrations of the popular lines, which at the present comprise a large majority of records sold. Good violin records are hard to get, though they sell well. Often what trained musicians may prefer are of technical interest only, and fall flat. To be sure, every record is inspected and tested by several experts, each on his or her own account—women are excellent judges for certain things—and the least imperfection causes its instant rejection."

## FOR MUNICIPAL INSTITUTIONS.

We note that in various parts of the country people interested in local missions are presenting them with talking machines and records. They have proven a great source of entertainment, and have been found almost invaluable. In public institutions they are also great favorites, and the time will come when municipal bodies will find it necessary to equip hospitals, workhouses and such places with talking machines, owing to their value as therapeutic agents.

The La Porte Music Co. have opened a store for the sale of talking machines, records and supplies at 1004 Main street, La Porte, Ind.



"THE EDISONIA CO. take pleasure in informing the trade that they have an absolutely perfect instantaneous repeating attachment for Standard and Home Phonographs. Positively guaranteed or money refunded. No drilling or disfiguring of machine. Can be put together in one minute. Retail price (Standard or Home), \$2.25; usual discount to the trade. Sample, \$1.50 prepaid to any dealer in the world. The Standard repeater will be ready February 1st, the Home about February 20th."

**The Edisonia Company, New and Walsey Sts., Newark, N. J.**



# *That Fearful Grating Sound*

that has marred the reproduction of all disc records is due to the fact that heretofore on all reproducing machines the needle has been the means of propelling the reproducer across the record. ¶ To entirely do away with these unpleasant foreign sounds and reproduce only the pure, sweet musical tones, the

## *NEW TAPER ARM*

# *Talk=O=Phone*



is equipped with an ingenious mechanical feed device which propels the reproducer independent of the needle. This results in wonderful clearness of the reproduced sounds and the effect is so marvellous it must be heard to be appreciated.

### **NOTE**

It will be observed that the new Talk-O-Phone operated on this principle gets entirely away from the old fundamental principle of reproducing machines, namely, the needle feed. Our patents on this new device are very broad, and this arrangement cannot be used on another machine. We do not operate under any shop rights or license from any one.

*Talk=O=Phone*  
*Prices:*

**\$18.00**

TO

**\$50.00**

¶ Dealers selling reproducing machines should write immediately for our full descriptive matter and for prices on the new TALK-O-PHONE. If you are interested in supplying your customers with the only machine which brings out from disc records the pure musical tone only, you must have a sample of this new TALK-O-PHONE.

**THE TALK=O=PHONE CO.** *10 Midland St.  
Toledo, Ohio*



## PRACTICAL SUGGESTIONS AND COMMENTS.

### SUBSTITUTE FOR METAL MANDREL.

Wm. J. Hunt, Wanatah, Ind., writes as follows on a very timely topic: "Much trouble is experienced with the present tapering mandrel on cylinder phonographs, in that they are the cause of splitting so many records. It is my opinion that something besides metal should be used in the construction of these mandrels, as owing to the metal naturally being always more or less cold, unless warmed in an artificial manner, and the composition of the record being so highly sensitive to change of temperature that when a record is placed on the mandrel it soon contracts to such an extent that if it does not in this manner split the record, very often it is broken in the effort to remove it from the mandrel. This trouble is very little experienced in the summer time, but is a common occurrence in the winter. It is very likely that if everyone would use the proper precaution very few records would ever be broken through this cause; but it is very natural that the average person does not take into consideration the causes of the tightening of the record and place them too tight on the mandrel to begin with, thus not allowing for the slightest contraction. I therefore will suggest that some substance that does not possess such a chilling effect should be used in the construction of these mandrels, or perhaps a self-adjusting mandrel could be constructed. The above mentioned defect is one of the greatest drawbacks to the lasting qualities of the cylinder record, as very seldom are records broken in any other manner, and the manufacturers of this type of machine should give this matter consideration."

### MESTRAND'S VALUABLE CONTRIBUTION.

Arthur C. Mestrand of Bennington, Mass., an expert on sound reproduction, submits the following in conjunction with the statements of Messrs. W. F. Hunt and W. M. Gateshead, published in the November issue of the Talking Machine World, regarding the divers causes of rattling and blasting reproducers. Mr. Mestrand says:

"A very popular, but equally erroneous, idea prevails regarding the cause of a reproducer blasting and rattling. Many claim that the fault lies with the record, or in the recorder 'stylus leaving its track, and jumping entirely from the record, thus leaving a disconnected line,' to quote Brother Hunt's statement. This is a mistake, Mr. Hunt, but do not feel aggrieved over the fact, as I can assure you that Thomas A. Edison himself was unable to ascertain the cause of it for several years; that is to say, the true cause.

### THE CAUSE OF BLASTING.

"Blasting is invariably caused by a diaphragm being so thin as to be unable to rapidly follow the undulating sound waves engraved upon the cylinder. The effect is similar to the visible vibrations of an elastic held taut and pulled in the middle. The over-thin diaphragm is not able to re-assume its normal position in order to receive the next shock, and the result is commonly known as blast.

"This is more generally the case with records wherein the sound waves are either too close together or too far apart, as with a strident soprano or a deep bass respectively and so deeply cut as to cause a greater shock upon the diaphragm than it can stand.

### "RATTLING" AN OBSCURE TERM.

"'Rattling' is a rather obscure term, as such a thing could not exist provided the reproducer is correctly 'set up.' 'Rattling,' as I understand the term, is caused by the following: First, the diaphragm touching the side of the reproducer; second, the follow-ring not being tight enough, or third, the fulcrum of the sapphire arm being too short in proportion to the other end. If, with a diaphragm of average size, let us say a No. 6½ or 7, properly adjusted, with a sapphire arm working at right proportion, a reproducer still insists on blasting, same defect can usually

be remedied by increasing the weight. This has a tendency to sustain the pull on the diaphragm, thus preventing the diaphragm from following its own inclination, resulting in blast.

"I have yet to see the record which would persist in blasting after I had had recourse to the above mentioned remedies. For five years I have been persistently experimenting with reproducers and am considered a reigning authority upon that subject. I claim no credit to myself, as the greater part of the knowledge has been obtained through the work of others, but I can sincerely assure you that I have found the above statements to be correct in each and every case, and there is no doubt that however much a recorder blasts during its operation any reproducer, if properly treated, will eradicate the nuisance."

### LONGEVITY OF THE RECORD.

A writer in a London paper says: "There is from time to time much discussion as to the longevity of the record. It is contended that the weight of the soundboard or of the reproducer if too heavy considerably shortens the life of a record. Yet I have not yet seen any suggestion as to the special value of hearing tubes in this direction. The weight of the horn, adding as it does to the pressure on the record, is an important factor in the wear and tear of the record. I make a rule of never using a horn with the records I prize most highly. I find, too, that when they have once heard them, my friends, too, prefer the tubes. Hearing tubes may be used both with disc and cylinder machines. Almost anyone can, with a rubber joint, easily fit the end of the tube over the neck of the sound box, exactly as in the case of the phonograph."

### INQUIRY ABOUT HARD RECORDS.

A correspondent in Saginaw, Mich., writes: "Will you kindly let me know if there is a hard record made that is like the Lambert record? If so kindly let me know."

The so-called hard record, such as was made by the Lambert concern, can be manufactured by the Leeds & Catlin Co., 53 East 11th street, New York, if the order is of sufficient size. No firm carries it in stock, so far as can be ascertained, as the results by its use are said to have been not wholly satisfactory.

### THE STAR MODULATOR.

Commenting on the Star Modulator, made by the Star Novelty Co., of Grand Rapids, Mich., the Talking Machine News of London says:

"States inventors have been remarkably active of late in connection with the talking machine. Two devices for disc machines are the Star Modulator and the improved machine of the Talkophone Company. It is claimed for the former that it makes the record more distinct, practically does away with 'scrape,' and further that it leaves the tone under the control of the operator. In fact, it appears that it fulfills the function of a mute without entailing loss of tone with decrease of volume. The means by which this is secured are simple. It takes the shape of a backing to the needle arm, which acts as a damper and prevents vibrations due to the unevenness of the record service. The Star Modulator has been praised by the Columbia Company as well as some of the leading wholesale houses in the States."

### THE TREATMENT OF DEAFNESS.

In our Parisian contemporary, the Phono Gazette, Charles Chaney offers a scholarly treatise on "The Phonograph in the Treatment of Deafness," in the event that there is the minimum of the sense of hearing left. He suggests treating it by acoustical exercises, and under headings of Principles, Application of these Principles, Procedure and Results, outlines that which should prove a blessing to mankind, at least to those afflicted with deafness. The first idea presented is that one reason why deafness steadily increases is because the subjects lose the habit of listening, since it involves so much trouble on friends to

carry on conversation, which at best enervates the subject himself, thus reacting on his nerves in general and on the nerves of the weak spot in particular. The talking machine, taking neither time nor strength from any human being, can cause no such nervousness, and interest in the machine itself would accentuate the concentration. The suggestion is made as to the intensifying and extreme focussing of the sound waves by means of shells on the order of the telephone receiver. The manner of adjusting such appliances to the phonograph and the routine to be gone through daily is then given and begins with instrumental selections, then vocal, of which the words are to be written for the subject so that he may recognize the sounds and then grow accustomed to them. After these vocal records, those which speak will be called into service and used also with printed translations, which are only to be seen line by line, and after trying to hear them without.

### TO CLEAR OFF CYLINDER RECORDS

Speaking of the best way to take off old worn-out records on the wax cylinders, the Phono-Trader says: "There are many preparations on the market, but for cheapness, simpleness and quickness, you will have a difficulty to beat this: Get a large piece of flannel and soak it well with turpentine. Rub lightly and briskly on old record for a few minutes, then polish with another piece of dry flannel, and the effect will be most pleasing. I have tried this and never found it wanting. A few cents' worth of turpentine will clean off 50 records.

### VALUE OF HEARING TUBES.

Hearing tubes should be part of the equipment of every user of talking machines, without in any way minimizing the value and importance of horns. For the purpose of entertaining either large or small parties the horn, of course, stands alone, says a writer in a London contemporary. Yet for obtaining the maximum of enjoyment from a record hearing tubes are absolutely unrivaled. In the first place the use of hearing tubes makes it possible to enjoy records even in the dead of night, without the risk of annoying either your landlady or your neighbor. The sound is hardly so much as given out if the trumpet is removed. On the other hand, so full and perfect is the rendering as heard through the tubes that it seems as though one were actually in the presence of the singer or the band. Needless to say, the metallic sound produced by the horn is entirely absent. Further, flaws and imperfections in the record are at once detected, which makes hearing tubes of value to both large and small buyers of records. The value of this hint will be understood when one remembers that in many factories records are always tested by this means.

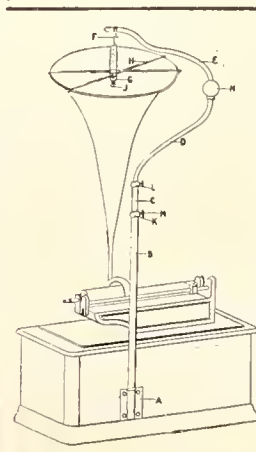
## Rapke's Specialties

### Rapke's Upright Horn Supports

(Patented)

For any Cylinder Machine.

Will support any size Horn.



About Rapke's Labels for Edison Records consult the Edison Phono Monthly, November, 1905, Page 10.

ORDER THROUGH YOUR JOBBER

VICTOR H.

**RAPKE**

Manufacturer and Jobber

1661 2d Avenue, NEW YORK.



# Zon-o-phone 10-Inch Records

## 50 Cents Each

### What Our Customers Say:

*Holyoke, Mass., December 16th, 1905.—Every lot of records which are received seem better than the last, which is not true of any other make, and I use them all.*  
E. A. ELLSWORTH.

*Brockton, Mass., December 1st, 1905.—Your records received yesterday and I will say for them your 10-inch records are the best on the market to-day.*  
L. R. PORTER (Dealer).

*Baltimore, Md., December 4th, 1905.—We wish to congratulate you upon the fine list of records coming out this month.*  
C. S. SMITH & CO. (Jobbers).

*Toronto, Canada, December 9th, 1905.—We wish to compliment you upon your very fine December list of records, samples of which we received yesterday. We think this list is beyond doubt the best you have ever put out.*  
JOHNSTON'S, LIMITED (Jobber).

*New York, December 5th, 1905.—Permit me to compliment you upon the excellence of your December list of 10-inch Zon-o-phone records.*  
B. SWITKY (Jobber).

### WHAT WE SAY:

*Our January Records are the best we have ever made.*

**WHAT WE WILL DO**—We will gladly send you our entire January list to try, and if you don't think them better than any records you have ever heard, **RETURN THEM AT OUR EXPENSE.**

### JANUARY LIST:

326 **Under the Flag of Victory March.** A brilliant record of this favorite march composed by the well-known German march king Von Blon.

327 **Vorspiel (Prelude) to the "Meistersinger."** An exceptionally fine reproduction of the favorite Wagnerian opera. This record introduces many flute, oboe and other reed effects.

#### ZON-O-PHONE CONCERT BAND.

328 **American Army Life March.** This is an original composition written around many popular army calls. The trumpet and drum effects are very good.

329 **Offenbachiana (Potpourri).** Introducing several gems selected from Offenbach's operas. The various combinations of reeds used are especially good.

330 **Tell Me Pretty Maiden.** Ever favorite sextet from the comic opera "Florodora."

331 **What a Friend We Have in Jesus.** Played in march time. Introducing this very popular hymn.

332 **Whistler and His Dog (Caprice).** Characteristic piece composed by the well-known trombone virtuoso Arthur Pryor. This record introduces many fine band effects and a very realistic dog bark. The whistle effect is very good.

#### HAGER'S ORCHESTRA.

333 **Composia Waltzes.** This selection introduces the favorite melody in F. "In Old Madrid" and the "The Palms." Can be Used for dancing.

334 **Medley Two-Step from "Moonshine."** Introduces "Robinson Crusoe's Isle," "Foolish" and "Don't Be What You Ain't."

335 **Medley Two-Step from "The Earl and The Girl."** Played in two-step time. Introduces "How Would You Like to Spoon With Me" and "It's Good Enough for Me."

336 **My Yankee Irish Girl Medley March and Two-Step.** Popular medley two-step. Introducing some fine orchestra effects and good bells.

337 **Selections from "Fritz in Tammany Hall."** A bright lively selection introducing "Yankee Boodle," and other hits from this opera.

338 **Silver Heels March and Two-Step.** Catchy composition by the writer of "Hiawatha," "Moonlight Serenade," etc. The arrangement introduces some very fine reed, brass and trap effects.

339 **The Whistlers (Intermezzo.)** This selection is one of the gems of the late German Comic Opera, "Frühlingssluft," now playing in New York City. The reed and whistle effects are especially good.

#### SONGS WITH ORCHESTRA ACCOMPANIMENT.

340 **Central Give Me Back My Dime.** (Duet by Collins and Harlan). An interesting conversation over the 'Phone between two dusky lovers.

341 **Fair Fisher Maid and Her Catch.** (Duet by Miss Ada Jones and Mr. Len Spencer). A clever imitation of the society belle spending the summer at the sea shore.

342 **Golden Wedding.** (Duet by Miss Ada Jones and Mr. Len Spencer). These clever artists give us a celebration after fifty years of married life, winding up with "Oh, for the Golden Wedding."

343 **Have You Seen My Henry Brown?** (Miss Ada Jones). A new coon song by A. Von Tilzer.

344 **How'd You Like to Spoon With Me?** (Billy Murray). One of the hits in "The Earl and The Girl."

345 **In Old Madrid.** (J. F. Harrison). A good record of this old time favorite.

346 **Just a Little Rocking Chair and You.** (Billy Murray). Theo. Morse's latest hit.

347 **Musical Yankee.** (Len Spencer). A bright record full of jokes illustrating the various instruments.

348 **Nothin' from Nothin' Leaves You.** (Bob Roberts). Coon Song by Fred. Snyder.

349 **Robinson Crusoe's Isle.** (Billy Murray). Sung by Miss Marie Cahill in Dan V. Arthur's latest production "Moonshine." Words and music by Benjamin H. Burt.

350 **Somebody's Sweetheart I Want To Be!** (Byron G. Harlan). One of Cobb and Edwards new ballads.

**We add 25 new Records each month.**

### Advantages of Zon-o-phone Records.

- 1st. The record thread is finer, enabling us to get more on a record.
- 2nd. The surface of the record is smoother than any other disc record (less scratch).
- 3rd. Our material is harder and tougher, making it wear longer.
- 4th. Our tone quality is mellow and natural, not high pitched and metallic.
- 5th. We list more new late "hits" each month than any other Company.
- 6th. Zon-o-phone 10-inch records, only 50 cents.

# UNIVERSAL TALKING MACHINE MFG. CO.

28 WARREN STREET, NEW YORK



# Earn More Money

International Correspondence Schools,  
Box 918, Scranton, Pa.

Please tell me how I can increase my business by the sale of I. C. S. Language Outfits. I am an Edison dealer in good standing.

Name .....

Address .....

## Increase Your Sales

**T**O earn more money—to increase your sales—to double your profits—cut out, fill in, and mail the above coupon to the International Correspondence Schools. They will show you how you can easily and quickly increase your sales in a way that has been tried and proved a success by a very large number of Edison dealers.

Mind, the sending of this coupon does not obligate you to pay one cent. It simply gives the I. C. S. an opportunity of proving how easy it is for you to increase your sales in a cheap and sure way. This they do by equipping you to sell

**I.C.S. LANGUAGE SYSTEM**

WITH  
*Thomas A. Edison*  
PHONOGRAPH

The I.C.S. language-instruction records are the most perfect form of language instruction in the world, and have been approved by the French, German and Spanish Embassies at Washington, by the United States Government, and by the leading colleges in the country. Dealers who have handled "Double-Service"—language instruction, as well as amusement records—are all strong in their praise of it as a business producer. "Double-Service" has increased the sales of a great many other phonograph dealers. To learn how it can increase **YOUR** sales, fill in the coupon and mail it now.

## Double Your Profits

## TRADE NEWS FROM ALL POINTS OF THE COMPASS

Replying to an inquiry from a dealer why they should not establish a system of exchanging records, the National Phonograph Co. replied thusly: "The suggestion is not a new one by any means, and we have on one or two occasions referred to the unreasonableness of such a proposition. \* \* \* It would be just as reasonable to ask publishers of sheet music to take back old copies in exchange for new ones after the owner had played the music over until he was tired of it. This is the attitude of the National Phonograph Co. concerning this subject, and it is quite improbable that any exchange proposition of this kind will ever be allowed." That this argument replies adequately to the inquiry is not to be disputed. Further proof is offered by the action of all the record manufacturers, who recently abolished the exchange proposition with a unanimity of action that should be convincing.

A novel idea in displaying their products has been adopted by the Columbia Phonograph Co., at their wholesale store at 353 Broadway, New York, which may prove worthy of imitation by the trade.

On a pedestal is mounted one of their largest sized machines, the whole being draped about with an American flag. On the plate of the large machine thus mounted is placed another machine, somewhat smaller in size and having a highly polished aluminum horn. The large machine is regulated to run as slowly as possible, and when fully wound will turn its burden about four times a minute for one and a quarter hours without rewinding. By placing electric lights advantageously and setting mirrors at a distance of a few feet so as to form the three sides of a square, with open front to the onlooker, the effect is extremely brilliant and attracts immediate attention.

Daniel J. O'Neill, younger brother of Doc. O'Neill, of the Western travelers for the Zonophone Co., recently entered the employ of the house in the home office, New York. Being under the tutelage of Mr. Miller, he is in the line of making good.

The Talk-o-phone Co., Toledo, O., are reported as about placing on the market a finer line of machine cabinets than anything heretofore shown in the trade. Their premiums are said to excel in this respect, and now the regular goods will be handsomely equipped.

A calendar pocket diary, with colored maps, colored pages, substantially bound and neatly lettered with their name in gold on the cover, is being distributed gratis by the Douglas Phonograph Co., 89 Chambers street, New York. A book of this kind is not only useful but always appreciated by recipients.

The Ball-Fintze Co., Edison jobbers, recently moved into a new building, 100x100, three stories and basement, specially built for them, and which they claim is the largest of its kind in the country in their line. Talking machines and supplies are shown on the entire second and third floors. They sell wholesale exclusively.

J. A. Smith, Camden, N. J., not only carries a large stock of Victor goods, but has recently added a line of musical merchandise, which he is finding extremely profitable to handle, besides harmonizing splendidly with his business. Being a liberal and clever advertiser, his trade has been increasing in a satisfactory manner.

Sumner W. Rose, of Bilioxi, Mich., has favored us with a photograph of the interior of his talking machine headquarters, which contains a very excellent idea in the way of a stage effect that in a large room, could be elaborated as a means of displaying talking machines, especially for concert work. The stage effect is secured by means of a painted canvas, and occupies but little room at rear of store, adding considerably to its attractiveness.

It is becoming quite a thing nowadays for the talking machine to be used at home weddings and parties. During the past month we have come across more than fifty papers published in all parts of the United States in which reference has been made to the talking machine being utilized for such a purpose.

It has been suggested, says the Music Trade Review, that if Jerome H. Remick & Co., with their sheet music and perforated roll interests in a chain of department stores East and West, would only add a talking machine annex in these respective establishments, they would have a full business hand, and a handful of business besides.

Speaking of great orders, report is that John M. Smyth Co., Chicago, and an installment house concern known throughout the West, recently engaged to buy 155,000 disc records from an Eastern manufacturer for early delivery.

J. L. Orme & Son, Ottawa, Ont., who represent the Columbia line in that city, are carrying a vast number of records and machines in stock. They have recently provided a number of special rooms for displaying their instruments.

"Do you know, I've heard that all these street pianos that you see and hear around town are owned by one company, which merely leases them by the day."

"The idea! That's a grinding monopoly, sure enough, isn't it?"

The reported indistructible cylinder or round record, of English origin, is not very highly complimented by the trade here who have investigated its merits. The great drawback is its nasal tone or rasping or scratching reproduction of sound, especially musical numbers.

At the meeting of the jobbers of the Middle West at Cincinnati, O., Saturday, 20th inst., several matters of importance to the trade of that section will be taken up and permanently disposed of. A number of Eastern jobbers are expected to be present on special invitation at this gathering.

Negotiations are now under way for the Healy Music Co., Chicago, to establish a talking machine department, which will be on a large scale.

Keene Phonograph Co., Pierre, N. D., have been incorporated under the laws of the State of North Dakota with a capital stock of \$20,000.

In a recent number of the Revue Universelle an article appeared on Dr. Charcot's Polar expedition. Among the illustrations was one of a phonograph, which having been placed near a number of penguins, was recording the cries of these birds.

It is semi-officially announced that the Auburn Button Works, makers of the International records, are about to open a jobbing department of their own in New York.

The Columbia Phonograph Co. control four stores in Brooklyn—915 Broadway, 125 Myrtle avenue, 289 Grand street and 124 Flatbush avenue.

*Linonoid* **Horns**  
27 Styles 15 to 56 in. \$2 to \$15  
Manufactured by  
**CRANE BROS., Westfield, Mass.**  
Discount to Dealers



100,000 RECORDS ALWAYS IN STOCK

JOBBER

**EDISON**PHONOGRAPHS  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES**Douglas Phonograph Company**

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphons, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

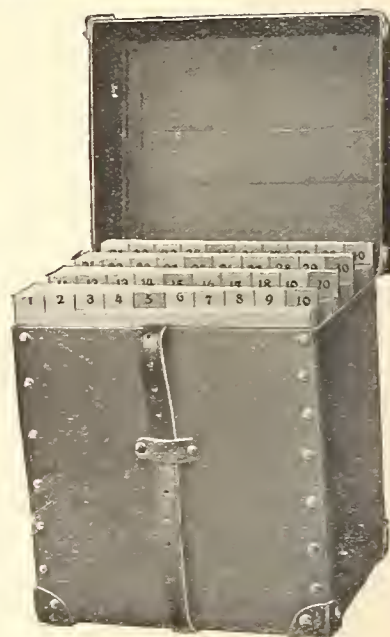
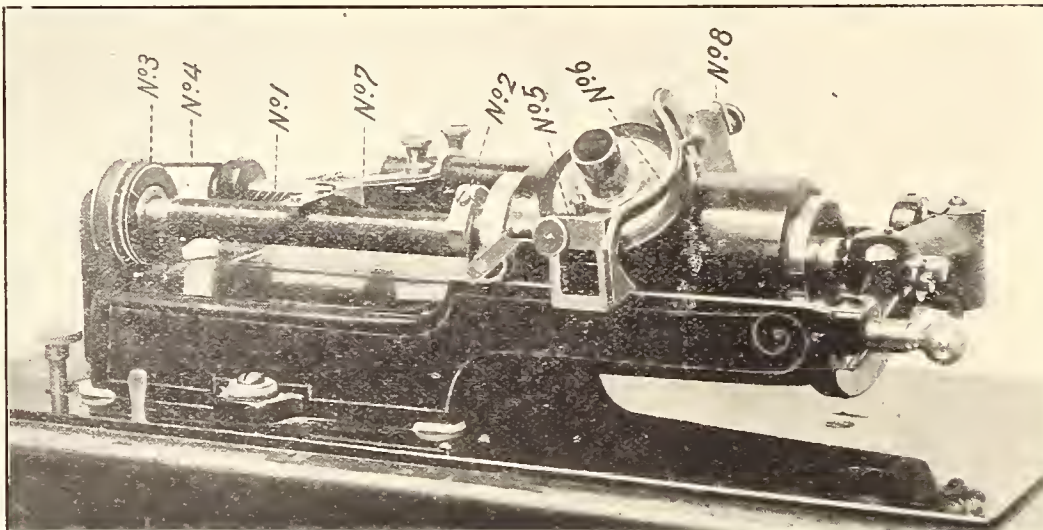
DISTRIBUTORS

**VICTOR**TALKING MACHINES  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
DISC MACHINES**Perfection Fibre Carrying Cases**

FOR

**TAPER ARM VICTOR MACHINES  
HORNS and DISC RECORDS.**Colors: Black, Olive, Russet. Reinforced corners  
Steel riveted throughout. Genuine Leather handles and  
Straps.

All Trimmings and Rivets same color as case.

All Machine Cases are lined throughout; prevents scratch-  
ing of Machine Cabinet.**Special January Stock Reduction  
Prices on these Cases.****Gilbert****Repeating At-  
tachment for  
Edison Home  
and Triumph  
Phonographs**

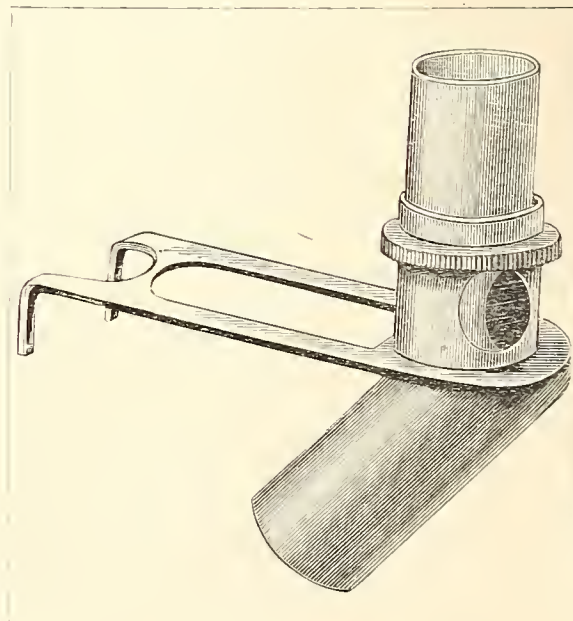
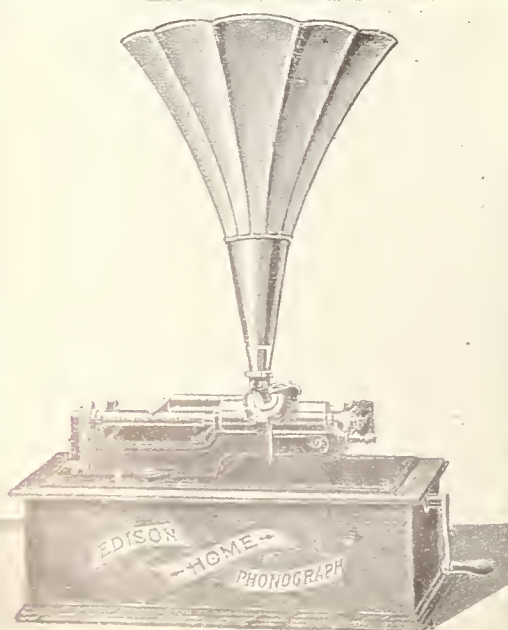
The Gilbert Patent Home Phonograph Repeater.

The only satisfactory  
device for the pur-  
pose.**SIMPLE.** Readily at-  
tached—no drilling.  
Easily adjusted.**PRACTICAL.** No  
weights or springs  
required to operate  
it.**POSITIVE.** Works as  
long as motor does  
—absorbs no addi-  
tional power.FOR HOME - Price \$6.50  
FOR TRIUMPH - Price \$7.50In ordering, state if for old or  
new models.**THE "PERFECTION"  
Upright Horn Support**

AND

**Sound Modifier Combined****THREE DISTINCT ADVANTAGES.**Horn being in upright position, is par-  
ticularly adaptable for small rooms.Sound waves are discharged upwards  
and diffused equally to all corners.Modifier controls volume of tone at  
will of operator.

Will fit any style of phonograph.

**Nickel Plated, Price \$1.25 each**Send two cent stamp for our 1906  
pocket diary.

Cut Exact Size



## PHOTOGRAPHING THE VOICE.

Some Interesting Experiments by Victor H. Emerson, of the Columbia Phonograph Co.—Noted Actresses Make Records of Their Voices—The Remarkable Changes in Each—Demonstrates How the Voice Makes an Impression on the Mind.

Recent experiments by Mr. Victor H. Emerson, of the Columbia Phonograph Company, have resulted in methods by which the voice can be photographed, and the photographs compared with others, so that the exact differences between voices that sound almost alike can be noted.

Phonographic records of two voices that sound almost the same to the ear will, when photographed and the pictures enlarged by microscopic methods, show slight differences that will explain just wherein lies the variation.

For this purpose a very delicate recording apparatus has been perfected by Mr. Emerson. It

Through the kindness of Mr. Emerson and the Columbia Company, the Sunday World has been able to make for itself records of the voices of several prominent persons, including Mme. Sarah Bernhardt.

The words, "I love you," spoken with all the feeling possible into the recording machine, were selected for the test, and most interesting were the results.

The photographic reproductions in each case showed that when you say "I love you" with all your heart in it, it looks like a lot of little jagged lines. And the stronger the feeling, the deeper the marks.

Of course the Sunday World didn't intend to get records of all the different ways of saying it. Only a few. The divine Sarah—how must it look when her rich, passionate voice rolled out the words "Je t'aime," which, if you know any French, means the same thing. Or when Miss Margaret Anglin, whose delineation of the passionate Zira thrills her audiences, or Robert Lor-

SARAH BERNHARDT'S VOICE.

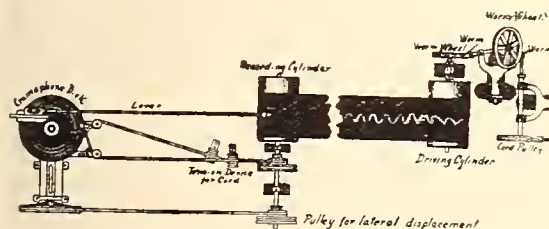
ROBERT LORRAINE'S VOICE.

MARGARET ANGLIN'S VOICE.

HELEN PULLMAN'S VOICE.

receives the human voice and registers it on a wax cylinder even more carefully prepared than the ordinary wax cylinders used for making records. The little knife that cuts into the wax leaves a mark varying in depth and width with the force of the sound waves.

In making these records the force of the sound waves that are started in motion by the voice causes a point that rests on a rapidly revolving wax cylinder to dig, shovel-like, into the surface.



APPARATUS FOR TRANSCRIBING TALKING MACHINE CURVES. (From The Scientific American.)

The mark is very tiny and very shallow. You can scarcely see it. But it is there, and when other records are made from a mold taken from this original tone, and put into a graphophone, the reproduction will be almost exactly the same as the original tone.

aine, who, in "Man and Superman," plays the lover who wills not to be won yet finally submits; or a little girl, like dainty Helen Pullman, as the five-year-old Claudia in "The Prince Chap."

These were the "subjects" selected, and it is their ways of saying "I love you" which are reproduced.

Mme. Bernhardt, when first approached on the subject, demurred. It sounded silly to her, this talking into a phonograph, especially words of love. But she finally consented, and the recording machine was taken to the Lyric Theatre during a matinee of "Phedre" and placed in the wings, in easy reach of the actress. Mme. Bernhardt found time during the progress of the play to say her little piece. Tired from the exertion of an exacting scene, she stood panting before the brass funnel of the machine, while the operator set it in motion. Then, at the proper moment she opened those lips on whose every utterance audiences hang spellbound, and the words fairly fused from them.

"Je t'aime!" The little machine, whizzing and whirring, seemed to stop for a moment as though it felt the thrill. Did it realize who was saying this to it? Perhaps, for what could be nearer to being human than this sensitive apparatus that

registers our voices? Again and again Mme. Bernhardt said the fateful words, words that would have brought a king or a prince to her feet; but the little machine was stanch and registered her voice.

That Robert Loraine made the record that is identified as his there could be no question in your mind if you had heard him making it. He stood before the recording funnel at the laboratory of the Columbia Company in West Twenty-sixth street as though about to make his vows to the fairest and sweetest girl in the world. And from his lips rolled the words "I love you." There was resonance, strength, in every note of his rich, round voice. There was tenderness and passion.

Miss Anglin struck the machine in a different way, as you can see from the written record. Where Mme. Bernhardt's "Je t'aime" is demanding, if you please, the American actress' tones are pleading. Yet, who shall say that one is not as forceful as the other?

With the little "Prince Chap" girl, you who have seen her and heard her little prayers in the play can understand how sweet and pleading her utterance of the word sounded. But they had a deal of power in their pleading and would have affected anyone who could have heard them.

These, then, are the four records. Can you see in them as they are reproduced here any resemblance to the voices of any one you love? If so, you may preserve them for future reference. At any rate, the little pictures will show you just how and why a voice makes an impression on your mind, which is, of course, a magnificent recording cylinder. And the next time your "onliest one" tells you, "I love you," you will fully realize why it makes you feel happy.

## TRADE NOTES FROM ST. LOUIS.

Record for December Satisfactory—Running from 25 to 50 Per Cent. Better Than Last Year—Pleased With the Outlook.

(Special to The Talking Machine World.)

St. Louis, Mo., Jan. 10, 1906.

All reports as to the talking machine business during the month of December are exceedingly good. The Christmas trade was much larger than anticipated, and the best kind of machines were sold in a large volume.

W. C. Fuhri, manager of the Columbia Phonograph Co., states that their business was 33 1-3 per cent. better than the same month a year ago, and that the demand for the finest instruments was very large. They had a large sale of their new extra long cylinder machines. He also reports a big trade at all their Western branches. Mr. Fuhri predicts that 1906 will be a big year in this line.

D. S. Ramsdell, vice-president and manager of the St. Louis Talking Machine Co., reports a very fine holiday trade and a big month's business for December, and states that trade continues active. J. Frank Mahret, sales manager for this concern, is spending the holiday season in Covington, Ky. O. O. Morgan, city salesman for this company, has been confined at his home for the past month with a severe attack of tuberculosis.

E. B. Walthall, manager of the talking machine department of the O. K. Houck Piano Co., reports that their trade for the month of December is the best month they ever had in both Victor and Edison machines, and that the prospects for the future are excellent. This department was recently enlarged, as described in this paper, and their facilities for entertaining customers, including salesrooms, are unsurpassed.

T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., reports a trade during the holidays away beyond anticipation. The past year has shown a splendid increase in the business of this department, and both Mr. Conroy and Mr. Clancy consider the talking machine still in its infancy compared with what it will be.

All the other talking machine stores indorse the statement that this branch of the musical lines is enjoying a fine trade, and look for it to be even better during 1906.

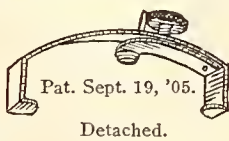
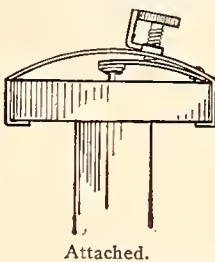
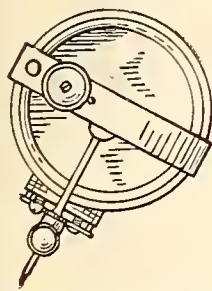
# STOP FOOLING

WITH UNSATISFACTORY DEVICES AND GET THE **STAR MODULATOR**

FOR DISC MACHINES, WHICH GETS AT THE ROOT OF THE TROUBLE

**A BIG PROFIT TO THE DEALER.**

**TO SHOW IT IS TO SELL IT.**



**RETAILS AT \$1.00**

ASK YOUR JOBBER; IF HE HASN'T IT, WRITE DIRECT.

SEND 50 CENTS FOR SAMPLE, NAMING SOUND BOX WANTED FOR.

Dealers in disc records are aware that the indentations of the sound-waves on the records are lateral, i. e., on the sides of the grooves, and not on the bottom, as they are on the cylinder records, and in the manufacture of records all parts of the material of which they are made is not of the same hardness, and does not always fill the mould or die in which they are made, thus leaving soft spots and small notches not caused by the sound-waves.

As the needle passes these spots, which are in all records, cheap and expensive ones also, the spring of the point and needle bar against the diaphragm cause it to make a "scoop" (slight as it is) into these spots, producing the "scratch" and "squawk" so painfully evident. By putting an equal pressure against the outside of the needle-bar, as we do with the Modulator, the needle point does not dig into these spots, and "scratching" and "squawk" is almost entirely eliminated, and music is as near perfect as it can be made without perfect records, which we do not ever expect to see.

As tension (with thumb-screw) is tightened the vibrations become quicker in the diaphragm, and every shade and detail of the tone is made finer and necessarily more distinct. The greater the tension, the softer the music, as the vibrations are not as long, and in this manner we obtain any strength of tone. As will be understood by one who has a knowledge of the laws of physics, this device eliminates in the most scientific manner the defects inherent to Disc Machines. Any variation made while playing.

**STAR NOVELTY CO., Office, 61 & 63 Porter Block, Grand Rapids, Mich.**



# Talking Machines That Sell Without Argument

## 1906 MODEL

# Columbia Graphophones

## THE WORLD'S BEST

### *Columbia Tone Arm Disc Graphophones*

Every Machine Fully Guaranteed

FOUR NEW MODELS

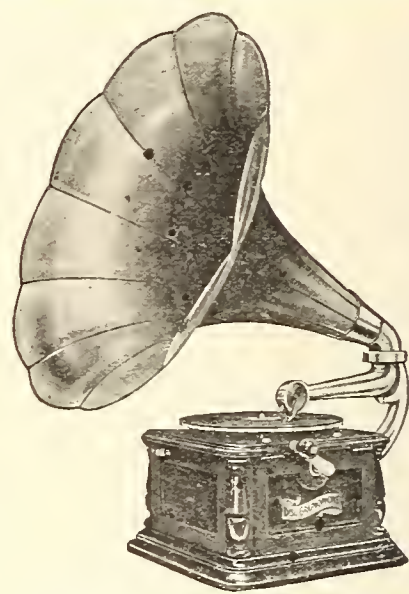
Absolutely New Principles



Type B. H. "CHAMPION," \$30.00



Type B. D. "MAJESTIC," \$100.00

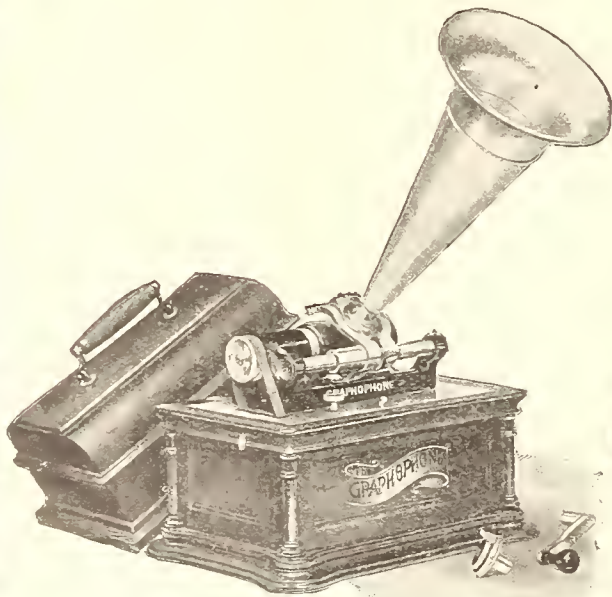


Type B. I. "STERLING," \$45.00

The "Imperial," mounted in a beautiful mahogany cabinet and like the "Majestic" in general appearance, but with a motor running a smaller number of records, \$75.

### *Improved Lyric Reproducer Graphophones*

THREE NEW MODELS



Type B. E. "LEADER," \$30.00.



Type B. F. "Peerless," \$40.



Type B. G. "Sovereign," \$50.

Dealers will find in the new 1906 model Graphophones the most perfect talking machines on the market and the easiest sellers. Remember Type B. F. and B. G. play the new Twentieth Century Half-foot long Cylinders as well as the Popular X. P.

LIBERAL DISCOUNT TO DEALERS

**JOBBERs:** You can easily multiply your profits in 1906 by securing the distributing agency for

**COLUMBIA GRAPHOPHONES and COLUMBIA RECORDS**

Grand Prix, Paris, 1900

Double Grand Prize, St. Louis, 1904

Our proposition to the dealer is one which will secure the business, and afford you a greater profit than you can make by handling other goods.

WRITE TO-DAY FOR PARTICULARS REGARDING OUR NEW JOBBING CONTRACT

# Columbia Phonograph Co., General

WHOLESALE DEPARTMENT, 90-92 West Broadway, NEW YORK



## TALKING MACHINE AS WITNESS

In a Recent Law Suit in Boston—Demonstrates Its Position as One of the Most Accurate Scientific Recorders.

As related in the last issue of the Talking Machine World, the use of a talking machine in a trial at law was permitted in the United States Court at Boston recently, although the talking machine has been allowed in evidence in England. The instrument was used in the trial of the owners of a large business block against the Boston Elevated road. One element of the suit was that of damage caused to the owners of the block by the constant noise of the cars, and it was to give the court an idea of this noise that the counsel for the plaintiff offered phonograph records, taken in the building, to illustrate the effect of the noise of the trains upon the use and enjoyment of the property. The counsel for the defense, of course, interposed an objection, and in reply to his argument the counsel for the plaintiff said: "The phonograph is one of the most accurate scientific recorders, and I offer it on the same ground upon which photographs are put in evidence. Originally the photograph was in the position now occupied by the phonograph, and I remember well the strenuous opposition which was raised to the admission of the former at one time. The phonograph, as we all know, is a scientific instrument, and to my knowledge it has been put in evidence at least once in the English courts, though never before, I think, in the courts of this country. It is difficult to describe a noise or compare one noise with another. The best that can be done is to offer a record of it." Although the opposing counsel objected on the ground that the development of the instrument and the art of managing it were not sufficiently advanced to warrant its admission as evidence in a court of law, the learned judge decided that the phonograph was a competent, if mechanical witness. If this decision is sustained, and becomes a precedent, a new element of interest will be injected into law cases. For instance, if a man were suing for divorce on the grounds of incompatibility, he might offer some very interesting evidence in the way of records of his wife's curtain lectures. In fact, the uses of the phonograph in law suits will be limited only by the ingenuity of the lawyers.

C. Ilsen, of Ilsen & Co., Cincinnati, O., when in New York recently, made a number of valuable trade connections and placed a bunch of nice orders.

## MAY LOCATE IN KALAMAZOO.

Duplex Phonographs the Invention of Chas. E. Hill, of Lincoln, Neb., Will Probably be Manufactured in That City.

(Special to the Talking Machine World.)

Kalamazoo, Mich., Jan. 8, 1906.

It is now practically assured that another industry will soon be added to Kalamazoo's list of manufacturing concerns. The new institution will make phonographs, or talking machines, and already those interested in the enterprise are advertising the fact the machines are made in this city, for in the ads published appears the catch phrase, "Made for you in Kalamazoo."

The head man of this concern is Charles E. Hill of Lincoln, Neb., and several times during the past month he has been before the Commercial Club of this city and succeeded in interesting many local business men in his appliance, which is a duplex phonograph. At present the Kalamazoo Novelty Co. has the contract to make a number of the machines, but it is the intention of the promoters to erect a factory here for the purpose of manufacture. Plans have been perfected for an aggressive advertising campaign, and the machines will be sold on the mail order plan.

While Mr. Hill was in Kalamazoo he received a very favorable impression of the city and many courtesies were extended to him by members of the Commercial Club.

## TRADE NOTES FROM DALLAS.

(Special to the Talking Machine World.)

Dallas, Texas, Jan. 2, 1906.

December closed with the greatest rush known in talking machine circles in Texas. All of the jobbers and a great many dealers had permitted their stocks to run low and were unable to supply the demand. In turn, the factories were unable to fill their orders, hence the trade was not as great as it might have been.

The Southern Talking Machine Co. has recently made considerable improvements in decorations of windows in addition to a large electric sign in front of their store on Main street.

S. H. Wumble has again gone on the road for the Texas Phonograph Co., Inc., the big Houston talking machine jobbers.

Dallas Talking Machine Co. report that they will greatly enlarge their business during the ensuing year.

Smith & Co., Dallas, have leased a large building and added a line of furniture and will do a

large installment business. J. D. Wheeler, formerly associated with the Southern Talking Machine Co., has purchased the Dallas branch of the Texas Phonograph Co., and will continue the business under his own name at their old stand, 345 Main street, Dallas.

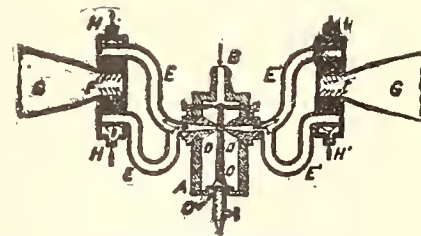
H. M. Holleman, president of the Texas Phonograph Co., of Houston, passed through Dallas en route to New York and the East, where he will visit factories and arrange to carry the largest stock of phonograph goods in the South. He reports that they have taken a three years' lease on the building in Houston facing on Capitol and Fannin streets.

## AUGMENTS INTENSITY OF SOUND.

A Novel Apparatus for Amplifying Phonographic Reproductions That Will Prove Interesting to Readers of the World.

A novel apparatus for increasing the intensity of sounds has been invented by Messrs. G. Laudet and L. Gaumont of Paris, which is said to be of great value in amplifying phonographic reproductions, particularly in large auditoriums. The principle underlying the construction of this apparatus consists in transmitting the sound vibrations concerned to and from a convenient flame. After the first experiments made in this connection, utilizing the human voice, had given satisfactory results, the voice assuming a remarkable intensity, the experimenters continued their investigations, employing sources of sounds of mechanically determined intensity, with continued success.

The instrument (shown in the accompanying engraving), explains the Scientific American,



A NEW MEGAPHONE.

consists of an equilibrated distributor to regulate the amount of the burning gas mixture, and a burner wherewith the gases are consumed in an ignition chamber. The apparatus submitted to the academy was arranged for registering the reinforcement of sounds of any kind on ordinary phonograms. Air and acetylene were employed as burning gases.

The distributing mechanism consists of a chamber, A, into which the combustible mixture is introduced under pressure through a conduit, B. A vane, C, supported on knife edges as at O, is mounted at the bottom of the chamber, A, an elastic ring being provided to insure airtightness in O. Any motion given to the pencil is transmitted to the vane, C, inside of the distributor. On either side of C openings, D and D', are provided through which the gaseous mixtures are allowed to issue in respectively equal amounts as long as the vane is immovable. Any displacement of C will, however, result in an increase of the amount of gas issuing on one side, while the amount issuing on the other side is reduced. The total amount of utilized mixture remains constant, and the pressure in the interior of the chamber is also unaltered.

The gases are collected and conveyed to the burners through a series of conduits, E, E, E', E'. The burners consist of a series of disks cooled by an air current, HH', the gases being expanded and reduced to a temperature such that combustion always occurs in the chamber, F F', just at the point where the gases escape from the openings of the burner. The apparatus comprises two funnels, G G'. The power of the sounds obtained, which is truly remarkable, depends on the amount of gas mixture used and on the energy expended during its combustion.

Wm. F. Kunkel & Co., who recently opened their new piano parlors at 119 North Liberty street, Baltimore, Md., are handling in addition to pianos and other musical specialties a full line of talking machines and records.

## No. 531 Holds 175 Records



No. 531.

Has convenient sliding shelves  
Push one door and both close at  
same time.

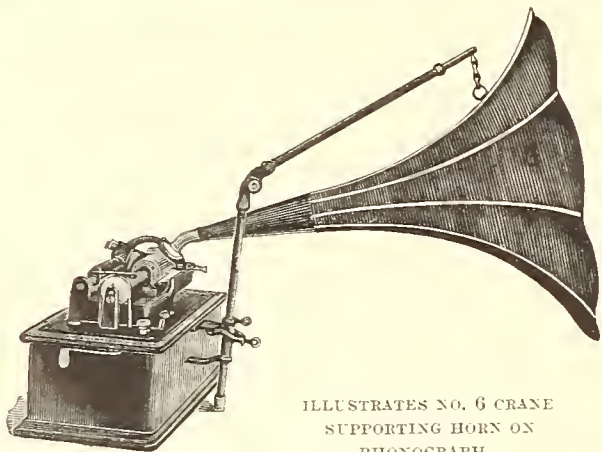
MAKERS OF  
**DISK  
AND  
CYLINDER  
RECORD CABINETS**

Write for Booklets and Prices.  
They will interest you.  
Catalog just out. Have you got it?

**THE UDELL WORKS**  
Indianapolis Indiana



# Flower Horns and Cranes FOR TALKING MACHINES



ILLUSTRATES NO. 6 CRANE  
SUPPORTING HORN ON  
PHONOGRAPH.

We manufacture the only complete line of Flower Horns on the market. Our designs are exclusive and our Flower Horns are all manufactured by our own special designed machinery, ensuring a finish and effect that cannot be equaled by those of other manufacture.



For Cylinder Machines.	Size.	Description.	List Price	Same Horn for Victor Tapering Arm.
No. 20	30 in. long, 24 in. bell.	Brass, Polished, no Decoration.	\$8.00	No. 120
No. 22	24 " " 20 " "	Brass, Polished, " "	\$6.00	No. 122
No. 30	30 " " 24 " "	Brass, Nickel Plated, no Decoration.	\$8.00	No. 130
No. 32	24 " " 20 " "	Brass, Nickel Plated, " "	\$6.00	No. 132
No. 40	30 " " 24 " "	Brass, Polished Outside, Red Decoration Inside.	\$8.00	No. 140
No. 41	30 " " 24 " "	Brass, Polished Outside, Blue " "	\$8.00	No. 141
No. 42	24 " " 20 " "	Brass, Polished Outside, Red " "	\$6.00	No. 142
No. 43	24 " " 20 " "	Brass, Polished Outside, Blue " "	\$6.00	No. 143
No. 50	30 " " 24 " "	Silk Finish Outside, Red " "	\$8.00	No. 150
No. 51	30 " " 24 " "	Silk Finish Outside, Blue " "	\$8.00	No. 151
No. 52	24 " " 20 " "	Silk Finish Outside, Red " "	\$6.00	No. 152
No. 53	24 " " 20 " "	Silk Finish Outside, Blue " "	\$6.00	No. 153
No. 60	30 " " 24 " "	Black Enamel Outside, Red " "	\$6.00	No. 160
No. 61	30 " " 24 " "	Black Enamel Outside, Blue " "	\$6.00	No. 161
No. 62	24 " " 20 " "	Black Enamel Outside, Red " "	\$4.00	No. 162
No. 63	24 " " 20 " "	Black Enamel Outside, Blue " "	\$4.00	No. 163
No. 70	30 " " 22 " "	Outside Red, Inside Plain Decoration	\$3.00	No. 170
No. 71	30 " " 22 " "	" Blue, " " " "	\$3.00	No. 171
No. 72	30 " " 22 " "	Enamel Red Throughout, no Decoration	\$2.50	No. 172
No. 73	30 " " 22 " "	" Blue " " " "	\$2.50	No. 173
No. 73B	30 " " 22 " "	" Black " " " "	\$2.50	No. 173B
No. 80	24 " " 20 " "	Outside Red, Inside Plain Decoration	\$2.50	
No. 81	24 " " 20 " "	" Blue " " " "	\$2.50	
No. 82	24 " " 20 " "	Enameled Red Throughout, no Decoration	\$2.00	
No. 83	24 " " 20 " "	" Blue " " " "	\$2.00	
No. 83B	24 " " 20 " "	" Black " " " "	\$2.00	

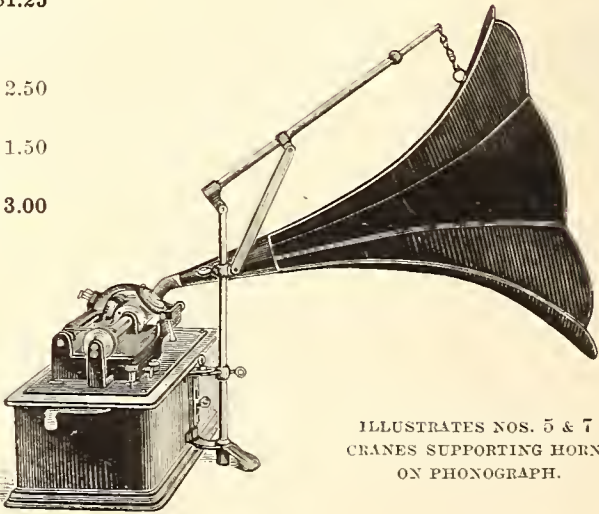
## CRANES

No. 4.	Screws to back of cabinet, top folding, nickel-plated throughout....	List Price \$1.25
No. 5.	Instantly adjusted to cabinet of any Standard, Home or Triumph Phonograph without injuring the cabinet. All folds in compact space; nickel-plated throughout .....	2.50
No. 6.	Same style top as No. 5, the base being plainer and japanned in place of nickel-plated .....	1.50
No. 7.	Same, exactly, as No. 5, except it is handsomely copper-plated and lacquered, in place of being nickel-plated .....	3.00



Trade quotations furnished on application. Send for illustrated booklet.

See that this Trade Mark is on all Flower Horns and Cranes; it is a guarantee of quality.



ILLUSTRATES NOS. 5 & 7  
CRANES SUPPORTING HORN  
ON PHONOGRAPH.

# Hawthorne & Sheble Mfg. Co.

Mascher and Oxford Streets, Philadelphia, Pa.



## NORTHWESTERN DEALERS PLEASED

Over the Record for the Past Year—The Holiday Trade Especially Satisfactory—Some Recent News.

(Special to the Talking Machine World.)

Minneapolis and St. Paul, Jan. 8, 1906.

The talking machine dealers without exception report an immense holiday trade and splendid results for the year's business.

"Far and away the best trade we ever had in that department," said W. J. Dyer, of W. J. Dyer & Bro., with reference to the results for the year. "We couldn't begin to take care of our trade during the holidays, as we were unable to obtain the stock. We had a big sale of high-priced Victor machines."

"We are not sorry by any means that we put in the Victor machine," said W. L. Harris, president of the New England Furniture & Carpet Co., "as that has been one of the best paying departments in the store. We had a big holiday trade, and I anticipate a splendid growth during the coming year."

"Our trade during the year was hardly as good as we expected, considering the immense stock we have been carrying, but we had a very satisfactory holiday trade," was the report of Mr. Moody, manager of the department at Donaldson's store. Here are carried the Victor, Columbia and Edison.

The Minnesota Phonograph Co. reports a very successful year, with a big increase over business for 1904. In addition to the Edison, that company is now handling the Victor, which it took hold of early in December. M. H. Lowry, formerly with the New England, transferred to the Minneapolis branch of the former company December 1. The business at this branch was fully as good during the holidays as at the St. Paul store, though it has been opened only a few months.

J. H. Wheeler, manager of Columbia Phonograph Co., said: "We had a better trade during the holidays than in 1904, and in higher-priced machines. The sale of records was also much larger. The year as a whole was very satisfactory in both towns."

## THOSE EDISON NOTE BOOKS.

At Least Fifty Treat of the Phonograph—Edison Talks of Coal Economy.

Last Sunday's New York Times contained a very interesting talk with that famous inventor, Thomas A. Edison, in which he says that it is only a matter of time when an express train can be run from New York to Buffalo with two bushels of coal, and tells what it will mean to the world when a method of saving the 90 per cent. waste in coal consumption can be devised.

The interviewer in the course of his conversation laid eyes upon the big bundle of dusty well-thumbed note-books which were in the office, and in which are recorded the various stages of nearly every invention conceived or executed by one of the greatest geniuses in modern times. In this connection the writer says:

"At least fifty note-books deal with the phonograph, which remains a pet invention of its creator. Thus stage by stage and page by page the genius of Thomas A. Edison is curiously recorded, a genius which is half painstaking and half common sense; nor is it in any way spooky as revealed in these beautifully written diaries. Asked if the many 'N. G.s.' which star or mar the pages represented a waste of time, the Columbus of chemistry began murmuring something about:

Him who sings  
To one clear harp in divers tones,  
That men may rise on stepping stones  
Of their dead selves to higher things—  
or words which meant the same.

G. W. Hall & Co., Bellefonte, Pa., in their installment business, use the form of agreement adopted by the National Piano Dealers' Association at their last annual meeting, and which is considered the only one that will stand legally.

## THE POWER OF SUGGESTION.

New Use for Talking Machine—It Is Found That When the Machine Plays a Cackling Song the Hens Take a Hint and Lay an Egg—Idea of a Mt. Morris Man.

The impossibility of getting hens to lay in the winter season, when eggs are scarce and high, an achievement which has baffled the brightest minds of this country for years, appears less difficult of attainment than it did, indeed it is confidently claimed by several credible witnesses who have seen the results, that a resident of Mt. Morris, N. Y., already has the problem more than half solved, and that his success is bound to revolutionize the hen and cause two eggs to be laid where one has been reluctantly dropped in the basket heretofore.

The innovation in egg-production is hardly due to the exercise of the same blessed philanthropy which causes two blades of grass to grow where one grew before, but is rather the invention of a mind devoted to getting even with the hen. All winter eggs have been scarce and costly. Indeed, the cackling of laying hens has not been heard on the picket line since August.

In this crisis Joseph appeared in the person of Druggist H. M. Gates, who bethought himself to apply the talking machine to the relief of the situation. The idea came to him one day in a moment of inspiration, while he was listening to the measures of a cackling song as rendered by a talking machine. "If," he argued, "a talking machine were placed in the hen house and kept playing the 'cut, cut, cuddacket' of a laying hen, why would not the constant repetition of this familiar jubilee simulate an imitative response on the part of the hens, and, if the hens could be got to cackling, why would they not lay, as a logical corollary to their cackling, through the power of suggestion?"

The reasoning seemed good to Mr. Gates, and he at once went about the construction of a modern hennery in the back yard of his residence lot, in which he installed fourteen Black Minorca hens and a cockerel. The hens had been fed high all the fall, but as yet had refused to lay an egg. In their new quarters, under the stimulus of phonographic suggestion, an appreciable change has been noticed in their egg productivity. At first only one or two eggs were secured daily, but as the fowls became accustomed to the new conditions, it is understood the ratio has increased. By varying the tunes, still better results have been noted. Of course it may be a mere coincidence that the egg production increased when the concert opened, and it may be of no sci-

entific importance that one day when a continuous performance of "Turkey in the Straw" was on the boards, fourteen eggs were gathered.

There is certainly nothing impossible in the theory of music acceleration of egg productivity. Those who have reported the facts do not appear to stretch them beyond the point of credibility. No hen is yet reported to have laid two eggs in one day. The total, as reported, does not for any one day exceed fourteen eggs. Mr. Gates will not say a word about any feature of the performance, but reliable people claim that when the talking machine is turned on, the hens will come down off their perch one after another and lay an egg.

More talking machine records have been sold in the vicinity of Mt. Morris since the story began to be repeated than ever before. "Did you ever!" "What folly!" "Preposterous!" exclaim the skeptical. But Dr. C. C. Willard of that town does not think so. He has ordered an assortment of records for his hen house. The cackling song seems to be the most effective, and the most in demand, but "Way Down Upon the Suwannee River" is also recommended to produce good results.

Many have been inclined to doubt the story or at least deny the connection between the talking machine and the increased egg production, but facts are stubborn things.

## PROVING CASE WITH TALKING MACHINE.

Mrs. Isaac L. Rice, who lives at Eighty-ninth street and Riverside Drive, has made a formal complaint to the Federal authorities regarding the noise made by the tug boat and steamer captains who use their whistles as alarm clocks for sleepy barge captains as breakfast calls and as signals to their friends ashore. She has also applied to the Commissioner of Police in New York in an effort to stop this nuisance, and in telling him of her trouble she stated that she has a talking machine with records to prove that the average number of ear-piercing whistles every night is 2,600. She said that on one especially noisy night she recorded 7,000 distinct toots.

## CHICAGO AS DISTRIBUTING CENTRE.

As a distributing point for talking machine goods, Chicago is described as the best place in the country. Those familiar with the quantity of machines, records, etc., shipped to the Western metropolis declare its magnitude is marvelous, and the wonder is the manner of absorption by the consumer, not to mention the trade. Cincinnati is also referred to as a capital market.

## NEW ENGLAND HEADQUARTERS

--- FOR ---

## REGULAR MEGA HORNS

MADE IN THREE SIZES AND IN FIVE COLORS

MEGA JUNIOR FLOWER HORNS  
MEGA SENIOR FLOWER HORNS

JUNIOR, 24 inches long, with 16½-inch diameter Bell  
SENIOR, 30 inches long, with 24-inch diameter Bell  
In Five Colors

Undoubtedly the Most Attractive and Best Reproducing Horn. Send for Descriptive Circulars and Attractive, Money-Making, Net Dealers' Prices

SELLING AGENTS FOR

PLACE AUTOMATIC RECORD-CLEANING BRUSHES  
LIGHTNING PHONOGRAPH REPEATERS  
"EZ" RECORD BINDERS

Ask for Circulars and Prices

THE EASTERN TALKING MACHINE CO.  
177 Tremont Street, Boston, Mass.

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES  
Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS





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**IMPORTANT.**—Advertisements or changes should reach this office not later than the 9th of the month and where proofs are required, by the 7th. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, JANUARY 15, 1906.

WITH this issue The Talking Machine World begins the second year of its existence, and we cannot permit this opportunity to pass without extending to our friends, supporters and well wishers everywhere our thanks, as well as a most cordial appreciation of the support which they have given this enterprise from its inception. It has been our good friends who have aided our humble efforts so warmly that have made this enterprise one of the marked successes in trade journalism. There were many who figured that the industry was not sufficiently broad enough, or developed enough to support a journal devoted exclusively to its interests. We figured differently, however, and we concluded that a journal honestly and impartially conducted would exercise a potent influence in extending the industry, in stimulating and encouraging trade and acting as a helpful force to all departments of the talking machine industry.

WE had faith in the talking machine men, and believed that when they realized that we were inspired by a desire to serve the best interests of the trade without fear or favor that we would win them as our supporters and friends. The results have proven that we have diagnosed the situation accurately, and the World to-day is a conceded force for the good of the entire talking machine trade. There is no country on earth where it is not read, and, we may add, read with interest, for we have many communications from this and foreign lands which embody terms of the highest praise for our work. We have planned an active campaign for the present year, involving much expense, and we can insure everyone who is buying or advertising, or who desires information, the largest values which can be provided in a steadily growing circulation and influence.

AT this time of year there is an unusual amount of retrospection indulged in and the recalling of the growth and condition of business in 1905 is a genial and grateful task, for the year stands out conspicuously as notable for

its prosperity. It has been characterized by a great volume of trade, with strong and advancing prices, and there are now confident anticipations of good business for the new year, based upon enormous crops, uninterrupted industrial activity, broadening markets and general well-being. Nineteen hundred and five ranks as the best year that the talking machine trade has ever enjoyed, and manufacturers towards the close of the year were simply overwhelmed with orders. They were unable to supply their customers with what they clamored for, and goods had to be parceled out here and there, making a fair division in order to supply the most pressing needs of the dealers.

THE present year starts in with conditions most favorable in every way, and it is interesting to note that January, usually considered by talking machine men to be a dull month, is making a splendid record for itself, as our advices from manufacturers and the great trade centers where we maintain correspondents show that most liberal orders are now being placed for immediate and for future delivery. Some of the talking machine men should profit by their experiences of last year and place their orders early, for it is absurd to suppose that manufacturers can create sufficient reserve stocks to supply orders which come pouring in upon them for immediate delivery. It cannot be done, at least not with the present facilities.

THE cut in the price of records has, as many predicted, stimulated an enormous demand, and the sale of records will be unprecedented. Some of the concerns were working night and day shifts before the holidays and are still unable to supply the orders which come rushing in upon them like a tidal wave.

THE talking machine business is only in its infancy as far as development is concerned, and there is in it an extraordinary activity in invention, in manufacturing, in the widening of markets and in the complexity of business relations. In the midst of the great changes which have taken place in every line of business, the talking machine trade has shown a phenomenal development. It is a new industry, but it is steadily expanding and reaching a point which was considered impossible only a few years ago.

THE WORLD is playing its part in the development of this industry, for, as a well-known jobber from the Southwest, who recently called at the offices of this paper, remarked that until this publication appeared he had no accurate knowledge of the breadth and extent of the talking machine trade. He said that every month that he received The World he felt a greater pride in his business, and the fact that it was composed of good, bright, wide-awake, energetic business men, acted as a spur and inspiration to him. We trust that as the years pass the influence of the World will be strengthened so that it may contribute largely to the progress which may be made in the special lines to which it directly appeals, and certainly as the industry it stands for to-day it is an illustration of the productiveness in the development of new methods and agencies which have come to the surface in the extraordinary industrial, inventive and commercial progress which has characterized the last decade.

THE talking machine will play no unimportant part in the future of civilization; modifications and improvements will be made, but when we cast a few retrospective glances at its onward career we are forced to admit that its advance has been nothing short of phenomenal. To-day it is used in a number of ways which seemed almost impossible a few years ago, and that which was looked upon as a toy has now become not only a great entertainer, but an educator and an aid to business as well.

THE general trade conditions at the present time are most encouraging, and every talking machine jobber and dealer should help to make the year a record breaker, for a very hopeful feeling pervades the trade and commercial circles generally, and there are anticipations of a marvelous trade for the present year unless, of course, there should be some disturbing factor which is now not even hinted at. The talking machine dealers, too, are particularly fortunate in having records cut down while everything else in the manufactured line is going up. It is really a novelty to find one trade wherein the cost of one of the most important accessories has been reduced.

BUSINESS, however, cannot be won by adopting a policy of indifference. Indifference never made business of any kind, and one thing is certain: that the talking machine dealers have splendid examples of business enterprise before them at all times in the heads of the great machine producing concerns. They are men still young in years who have won their position simply through the exercising of ability and keen business intelligence, never halting on the vantage ground won, and ever progressing forward to win higher points.

DEALERS need not go outside this industry to find examples of splendid business men who have easily won positions of eminence in the industrial world. It doesn't pay to go at a business half-heartedly, nor does it pay to substitute the hammer and tongs method for a good urging or persuading. Merely hammering away at all times may be in the end convincing, and it is better a mighty sight to hammer than to keep still; to keep everlastingly at it will win in the end, but the knowing how to act is the great essential. The talking machine trade should interest young, active and ambitious men. There is good encouragement in the business for workers, for there is a broadening future, and it is better to be in a growing trade than to be in one which is steadily declining. This industry has a large future before it, and the men who are identified with it, if they will only keep up with the procession, will win good results in a business way.

THERE is no gloomy procession of failures in the talking machine industry, and there is no room for croakers, but there is a splendid opportunity for bright, forceful men who appreciate the possibilities of the talking machine, and who will do their utmost to stimulate sales in a clean, healthful, dignified manner. The fact that talking machines to-day are sold on the installment plan widens the chances of sales. It makes an ever-increasing circle, because it increases the sales possibilities.

THE WORLD is trying to help you in your business, and you can do us a favor and yourself as well, if you will send the name of



several parties in your vicinity who you think would be interested in the paper we are putting forth. We shall be glad to send a sample copy to them, thus increasing the interest in talking machines in your vicinity. Let us work together for the good of the industry—"For the future in the distance and the good that we can do."

**T**HE talking machine is an American invention. It is the product of American genius, and it is known all over the world as a clever entertainer, and it is now advancing to the point of a helpful adjunct to the business life of the world. It has been known under a number of different names, which have been used by the various concerns exploiting their own product, and yet the generic title of talking machines which has been given by this publication fittingly applies to the product of the entire industry, for to-day the public does not specify more than such a "talking machine" when asking for any particular make or special title under which it has been exploited.

The questions propounded the salesmen are, Have you such and such talking machines? And the name talking machine will hardly be supplanted by any other. The term may not be specially beautiful, but it is fitting, and the Americans are eminently practical people. And while the machines do more than "talk," they sing and play, and while other names may be more beautiful, expressive, more euphonious, yet the term talking machine has come to stay, and it applies to every product in which sound is reproduced either by disc or wax records.

**O**NE reader asks, Why are there so many legal controversies in the talking machine trade?

Well, the men in this industry are perhaps no more combative or belligerent than in any other, and yet it has not been discovered that they are lacking in aggressiveness, and aggressiveness is sometimes another way of spelling fight.

Conditions in this trade do not differ materially from those in any other new industry. The list of patents, many illustrations of which are shown in every issue of *The World*, show that inventive minds are busily engaged in seeking possible improvements in the machines of to-day. Now, it does not seem improbable that there should be a considerable clashing of interests, because one man is apt to trespass upon another's inventive preserves even without a fixed inclination to do so.

### TO PRESERVE INDIAN SONGS.

Phonographic Records Are Being Made by  
Archaeological Institute.

"We are making phonographic records of some old Indian and Spanish songs, and are trying to keep a permanent record of other phases of a civilization that has passed, or is at least practically gone, on this continent," said Mitchell Carroll, head professor of classical philology in the George Washington University, Washington, D. C., and associate secretary of the Archaeological Institute of America, the other day. Professor Carroll, who is working hard to increase the interest in the organization, then added: "We are further making a study of other antiquities of this country, especially that in relation to the Indians. We are endeavoring to make these studies bear fruits which shall in the future inure to the benefit of our own civilization. That is the end sought by this society. It embraces in its membership the best people of the communities where the local societies are organized, and

while the interest is not and never has been so great as it ought to be, still the conditions are improving all of the time."

### NOVEL USE FOR PHONOGRAPH.

An Irish Firm Utilizing This Instrument as an Assistant Salesman in the Drug and Grocery Business.

(Special to the Talking Machine World.)

Belfast, Ireland, Jan. 2, 1906.

The management of the old established grocery and drug house of Messrs. Wm. Dobbin & Co., Ltd., North Street, this city, have—with laudable enterprise—placed genuine "Standard" Edison phonographs on their counters, which call attention, clearly and unmistakably, to their seasonable goods by means of records that announce the specialties in each of their departments. We may mention that any person can make and reproduce similar records inside three minutes.

Messrs. Dobbins & Co. are to be congratulated on having "broken the ice" in connection with this innovation as a modern business method, which was suggested to them by T. Edens Osborne, who supplied the instruments.

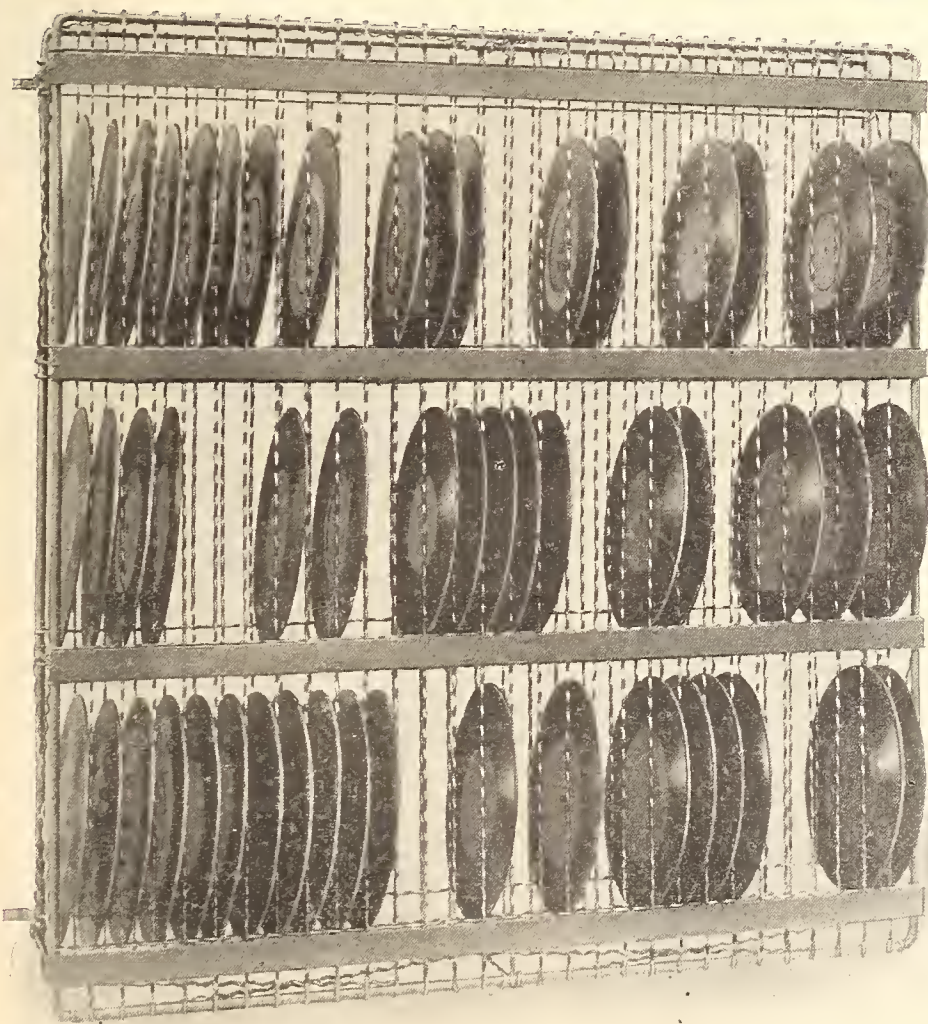
### TALKING CLOCK INVENTED.

(Special to The Talking Machine World.)

Fremont, O., Jan. 5, 1906.

A young man of this city who is an inventive genius and has already invented and patented a number of valuable articles is now at work and has about perfected another invention, which, if a success, will be a wonder and bring the young inventor fame and fortune. The invention consists of a graphophone attachment for a clock. Instead of the clock striking the hour as now, the clock with the attachment will call out 6:15, 8:30, 12:45, etc., just the same as the human voice.

Wallace Bentley, of Wallace Bentley & Co., the well-known jobbers, Pittsburg, Pa., was in New York last week on special business.



## Get Ready for a Big Business

**L**OWER PRICES and "exchange propositions" are now the order of the day, and you will find a big increase in Record selling as a result. Get ready for it; keep your stock up and keep it in the best sort of condition by having ample room for the storing of the records.

### SYRACUSE WIRE RECORD RACKS SOLVE THE PROBLEM

They save space, keep the stock in best possible condition and enable you to locate any Record instantly. They also aid you in stock-keeping, because you can tell at a glance when stock is low.

Illustration shows our 2 C. Disc Record Rack, which will hold over 800 Records, up to and including 11-inch. We make a great many patterns of Disc and Cylinder Record Racks, from \$5 up. Send for our Catalogue 109 to-day.

Price, \$8.00  
Discounts to Jobbers

**SYRACUSE WIRE WORKS**  
SYRACUSE, N. Y.



## BOSTON'S TRADE HAPPENINGS.

Trade for December Phenomenal—Every Month Last Year Showed an Increase in Trade—Men of Eminence Interested—Steinert-Victor Deal One of Great Magnitude—Ormsby to Pacific Coast—Manager Taft's Great Record—Ditson Co. Victor "Pushers"—Langley & Winchell Organized to do a Wholesale Business—News of the Month.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 8, 1906.

Phenomenal is the term to use when describing the talking machine business in Boston for the month of December, and if there is any stronger word which can be applied to the trade just before Christmas, please apply it, for the business deserves it. Every month last year witnessed an increase in the volume of business for, with the elimination of the harsh, grating sounds and the many improvements in the machines, all prejudices have been wiped out and now everybody wants a talking machine. People are a good deal like sheep. They follow their leader, and when Boston people learn that J. Montgomery Sears, T. Jefferson Coolidge and men of that standing in society are buying talking machines, they go and do likewise. Consequently, business is more than good. The outlook for the new year is very brilliant, for it is realized that the talking machine gets a firmer hold upon public appreciation every day. It is no longer a luxury. It is a necessity, and its diversified uses make it all the more valuable.

The chief matter of interest in this section is the recent deal whereby M. Steinert & Sons Co. secured the agency for the Victor machines. They have opened up a wholesale department under E. P. Cornell at 37 Arch street under the name of the New England Talking Machine Co., and have established a retail department in their Boylston street store with Fred Ellis as manager. As the Steinerts now have 16 branch piano stores in New England, and are planning to increase the number to nearly 40, there will surely be something doing when these stores all take hold of the Victor talking machine. It is rumored here that the Edison line will also be taken on, but this is as yet indefinite.

J. H. Ormsby, manager of the retail department of the Columbia Phonograph Co., has asked for a transfer to the company's store in Southern California because of his health. For many years he has suffered with throat trouble, which does not yield to treatment in this climate. His physician has ordered him to go to California, and he will probably be seen there before long as manager of the company's business. Mr. Ormsby is one of the biggest hustlers in the business. He is an old timer in it, even though he is young, and is one of the most valued members of the Columbia staff.

When it comes to getting business, Manager Taft and his associates at the Eastern Talking Machine Co. evidently have it down pat, for when the writer called at the store just before Christ-

mas there was hardly standing room, and the salesmen were really sweating. Although business dropped off some after Christmas, it still is brisk and the wholesale department, under Manager Chamberlain, is making a record. Edison phonographs have the call here and the recent changes in the building make the transaction of business convenient and pleasant.

With the Oliver Ditson Co., the Victor pushers in Boston, there has been considerable difficulty in getting the goods with which to fill their orders. Manager Bobzin has found it almost impossible to keep enough on hand, all because the orders he sends to the factory cannot be filled promptly, owing to the rush of wholesale business there. The new automatic needle clamp is meeting with great favor here.

The new firm of Langley & Winchell, organized to do a wholesale business in "Everything for the Talking Machine Dealer," starts in business at 95 Summer street this week. They occupy the lower floor of the building used by the Winchell Co. for their retail business in talking machines, the Reginaphone, music, etc. Here a specialty is made of the American records, and a big business is being done. They have secured a large stock of Columbia goods.

At Read & Read the Zonophone and the Talkophone are being pushed, along with the Edison. Mr. Read says that the new tapering arm for the Talkophone is a great improvement.

Manager McCallum, of the talking machine department in Henry Siegel & Co., has proven himself to be a veritable hustler since he took charge. He worked up an enormous Christmas business, and was complimented by the "powers that be" for his success.

E. F. O'Neil, the Zonophone ambassador, was here this week.

The new H. & S. sound box is being pushed with much vigor by the Winchell Co., and is meeting with much success here. It is a distinct improvement.

## TALKING MACHINE, NOT BAND

Utilized to Play Wedding March Because the Police of Trenton Had Forbidden Using the Latter.

(Special to the Talking Machine World.)

Trenton, N. J., January 3, 1906.

Told by the police that it was illegal for him to hire a brass band and have it play in Padderatz Hall for the wedding Sunday night of his cousin, Abe Harris, of South Warren street, hired a talking machine of the largest kind, and to the strains of that instrument Isaac Bash and Miss Lena Herschfeld marched before the rabbi and were married.

Harris told the talking machine man that only sacred music was to be furnished for the reception which followed, but despite this warning, the tune of "Everybody Works but Father" came from the instrument, to the delight of the guests. There was nothing in the ordinance against music from a talking machine, and the police did not disturb the festivities.

## NEWS FROM THE PACIFIC COAST.

Reduction in Price of Victor Records Much Discussed—Brown Builds Up Talkophone Trade—Machines as Premiums.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 30, 1905.

Considerable excitement has been caused among the local music dealers by the reduction in price of Victor talking machine records. The dealers say that this reduction was especially unwelcome at this time just before the holiday season when our purchasers did not mind spending a few more cents for a good record. Every house had quite a large amount of orders on hand which were invoiced at the dollar rate, and which will cause considerable trouble to adjust properly by reason of the recent order. All the dealers are in hopes that the Victor Talking Machine Co. will fix matters in a way that business will not suffer as much as appearances now indicate.

C. E. Brown, general manager of the Talkophone Co., went to Los Angeles last week, and will remain there a considerable length of time. When Mr. Brown took charge of the Talkophone Co. some eight months ago the sales of their machines were practically nothing in this part of the country. Under his leadership the sales have increased until at the present time the talkophone machine has become as popular as many of the older and better known makes. Several new inventions have been patented since Mr. Brown entered, and the most valuable of these he says he has purchased and incorporated in the talkophone. One of Mr. Brown's principal schemes is to give machines away with subscriptions to daily papers, making it incumbent upon the recipient of the machine to buy \$35 worth of records from the firm that furnishes the machine. The plan has worked well here with the Chronicle, and I noticed in Seattle the Spokesman-Review is doing the same thing. It will not be surprising if the Los Angeles papers will soon adopt the method, knowing that Mr. Brown's in town.

## EDISON CO. ENTERTAIN EMPLOYEES.

At the reception given last week by the officers and staff council of the Edison Electric Illuminating Co. to its twelve hundred employees at their building, 360 Pearl street, Brooklyn, the programme included ten orchestral selections which were supplemented by a wide variety of selections on a talking machine and an electric piano. The progress of electric inventions was displayed in a wonderful manner throughout the building, and the employees were both amazed and delighted with what they saw and the generous treatment they received.

The man who thinks he is funny should talk into a phonograph—and then be compelled to listen, says the funny man of one of the local papers. If some people should have to hear themselves talk they'd be tired enough some times to enjoy a solid night's sleep.

## TO JOBBERS OF Phonograph Cabinets

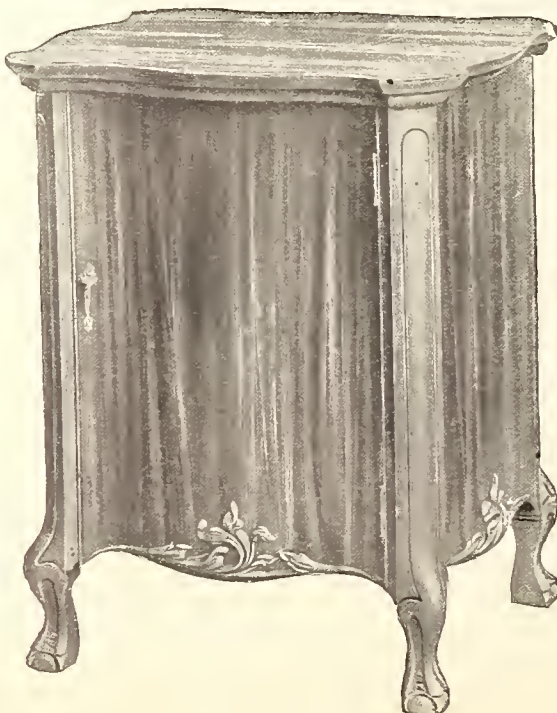
The Largest Lines The Best Lines

OF  
PHONOGRAPH CABINETS

on the market are shown at our Exhibits at

NEW YORK and CHICAGO

NEW YORK FUR. EXCHANGE, New York  
MFRS. EXHIBIT BLDG. CO., Chicago



## TO DEALERS

We are makers of the most extensive lines of

Music Cabinets

Ladies' Parlor Desks

Library and Fancy Tables

See them at our Exhibits

NEW YORK and CHICAGO

HERZOG ART FURNITURE CO.  
Saginaw, Mich.



## TALKING MACHINE NEWS FROM THE WEST.

Dealers Must Have Had a Whopping Trade Judging from the Liberal Orders Which Have Been Flowing to Chicago Jobbers—How the Talking Machine Has Made Its Way Into Common Speech and Illustration—National Phonograph Co. Salesmen Hold Important Meeting—Edison Commercial Machine Growing in Popularity—Off to Pacific Coast to Fight for Better Freight Rates—20th Century Graphophone Supersedes Orchestra—Eckland Eloquent and Enthusiastic—The News of the Month.

Telephones: { Central 414.  
Automatic 8643.

World Office:  
195-197 Wabash Ave.

(Special to the Talking Machine World.)

Chicago, Ill., Jan. 10, 1906.

It must have been a whopping big holiday trade with the dealers throughout the country. Certainly in the West. The trade ordered liberally enough, goodness only knows. But the way orders are now coming indicates that stocks are most thoroughly cleaned up. Orders are piling in for both machines and records. For automatic machines of all kinds, also. Factories are crowded, and some of them are away behind in their orders. 'Twas a glorious victory. And 1906 promises to be a record breaker unless all signs fail. There is blessed little prospect of their failing.

Just as an indication of the way the phonographic product has wormed its way into common speech and illustration, note what happened at a dinner tendered DeWolf Hopper at the Chicago Press Club the other day. Opie Read, the famous novelist presided. In introducing Mr. Lee, the editor of the Calumet Record, Mr. Read spoke of him as editor of the Columbia Record, and then with great apparent embarrassment corrected himself. The joke was greeted with great applause. Apparently everyone present was acquainted with the Columbia Record.

There was a meeting of the salesmen of the Chicago office of the National Phonograph Co. the other day to meet Sales Manager C. H. Wilson, in conference regarding the 1906 campaign. Tuesday, January 2, witnessed the influx of the greatest number of orders into the Chicago branch in its history. Nelson C. Durand, manager of the commercial department of the National, is here looking after the installation of the commercial department at the Chicago office.

It occupies fine quarters on the sixth floor of the building which was recently added to the already spacious premises occupied by the company. Extending along the Wabash avenue front are the offices of the commercial department. Then comes a room devoted to the demonstration of the commercial machine. Beyond a handsome

burlap and oak panel partition is the commercial dictation school where will be found a number of desks equipped with machines where operators will be trained free of charge. Form letters will be secured from different concerns, electrical, commercial and otherwise, which will embody the peculiar technical and trade terms pertaining to the line.

Thus the National Phonograph Co. will soon be prepared to furnish on prompt notice operators familiar with the terminology peculiar to the needs of the applicant. This school will be in operation about January 10. The rest of the big floor will be used for general reserve stock.

Manager Nisbett will leave on the 11th with A. F. Voullaire, traffic manager of the company, for San Francisco to attend the meeting of the Western Classification Bureau, where they will make a gallant fight to secure the reduction of freight rates on machines and records from one and a half times first class to first class on less than carlots and to third class on car lots. Mr. Nisbett thinks that there is a strong prospect of their winning their point. General Manager Geo. W. Lyle, of the Columbia Co., who has also been a prominent figure in the fight, will be on the coast at the time of the meeting and will probably be able to arrange matters so as to attend. After the meeting, Mr. Nisbett will go to Seattle, Portland, Helena, Butte and other points, returning to Chicago via Salt Lake City and Denver.

Mr. Willson, the new Chicago manager of the Columbia Phonograph Co., is making things hum. From all reports he is more than realizing the large things that were expected of him when he received his promotion.

The Columbia Phonograph Co., The Talk-o-Phone Co. and James I. Lyons all had elaborate displays at the recent novelty show held at the Coliseum.

The Central Camera Co., northwest corner Adams and Wabash, are large dealers in talking machines and are doing considerable advertising on talkers in the daily papers.

The Hartman furniture store on Wabash avenue are contemplating discontinuing the sale of talking machines. "Required too much atten-

tion" is the reason given, although they have no complaint to make concerning sales and profits. It stands to reason that no concern can make a success of talking machines, on a large scale at least, unless they have a practical and experienced man who can devote his entire time and attention to the business. This is something that the Hartman people did not see fit to indulge in.

The Steve Crean System, 94 Dearborn street, who teach cornet playing to anyone anywhere by means of the talking machine, are now making excellent headway as their system is beginning to become known. This should be as good a line for talking machine dealers to handle as language courses. Steve Crean, who makes all the records used by the company in their course, is one of the world's greatest cornetists.

E. C. Plume, wholesale manager for the Columbia Phonograph Co., while in Milwaukee recently on a business trip, had the pleasure of seeing a Twentieth Century Graphophone installed in the place of an orchestra in the Academy of Music in that city. Mr. Thomas, the local representative of the Columbia Company, always progressive and looking for new ways to increase the business of the Milwaukee office, obtained permission from Mr. Thanhauser, the well-known business manager of the Academy of Music to give the Twentieth Century Graphophone a trial. This demonstration was so successful that Mr. Thanhauser and his associates immediately decided that it would be both entertaining and economical to use the graphophone in lieu of an orchestra during the holiday weeks, and in all probability it will become a permanent feature at this playhouse, the tone and volume of the machine being such that it filled to the remotest corners of the playhouse with the beautiful strains of many superior band and orchestra selections, everyone present voting it a decided success. What next!

H. K. Miller has been engaged to represent the National Phonograph Co. on the Pacific Coast. He is a practical man of long experience, having been previously in the business for himself in New York state.

Among the talking machine dealers who have recently visited Chicago are: George Mickel, Nebraska Cycle Co., Omaha, Neb.; H. E. Sidels, Lincoln, Neb., and C. E. Staymore, of the Early Music House, Fort Dodge, Iowa:

E. C. Plume has lately added the following to the list of Columbia jobbers: W. A. Dean Co., Sioux City, Ia.; Arnold Jewelry & Music Co., Ottumwa, Ia.; M. M. Marrin, Grand Rapids, Mich.; Robert Smallfield, Davenport, Ia.

General Manager George W. Lyle, Wholesale Manager Walter L. Eckhardt and President E. D. Easton, of the Columbia Phonograph Co., were all Chicago visitors just prior to the holidays.

O. W. Eckland, a well-known talking machine man of many years' practical experience, is now manager of the installment department of the Chicago office of the Columbia Phonograph Co. He was connected with the Chicago branch in this capacity when it first opened. He celebrated his return to the ranks of the faithful by tendering a banquet at the fifty-odd canvassers under his direction at the Fraternity Hall on 64th street. There was a delightful exchange of witticism, experience and story and Mr. Eckland unbosomed himself about as follows:

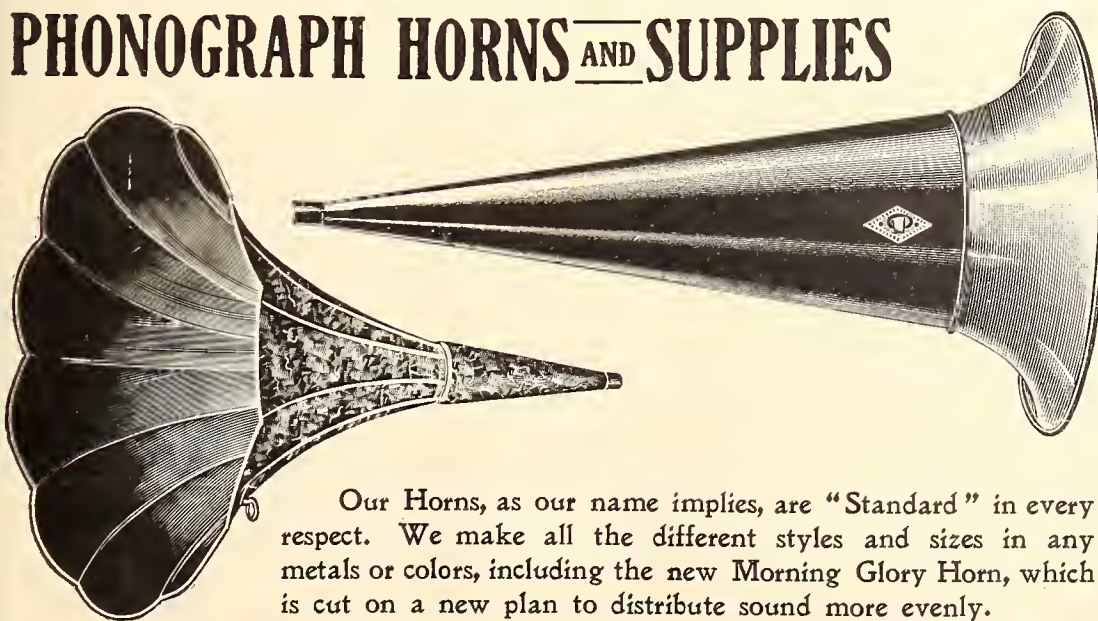
"May great blessings rest upon the army of tireless and conscientious talking machine salesmen to whose assiduity civilization is indebted for disseminating some of the brightest songs of the world's greatest artists, as were it not for these emissaries of light some of the brightest diadems of music would be forever consigned to oblivion, and ignorance would trample roughshod over the brains divinely created.

"The installment salesman—ah! the installment salesman—how much bitterness, happiness and ambition is wrapped in that one word. The Columbia daily reports show us that under this title Messrs. Easton, Lyle, Dorian, Eckhardt and our managers have each in their turn sailed forth 'neath the armor of a new modeled talking machine to invade the fields of ignorance and superstition which is so often found to be the battleground of Eckland's energetic canvassers,

## STANDARD METAL MFG. CO.

MANUFACTURERS OF

## PHONOGRAPH HORNS AND SUPPLIES



Our Horns, as our name implies, are "Standard" in every respect. We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more evenly.

FACTORY: Jefferson, Chestnut and Malvern Sts., NEWARK, N. J.  
NEW YORK OFFICE AND SAMPLE ROOM: - 10 WARREN STREET



# The "PIANINO" is the only Nickel-in-Slot Electric Piano

playing from perforated Music Rolls which is **An Absolute Success**

## Style No. 1

Including one roll of music, upon which there are six pieces, with direct current motor,

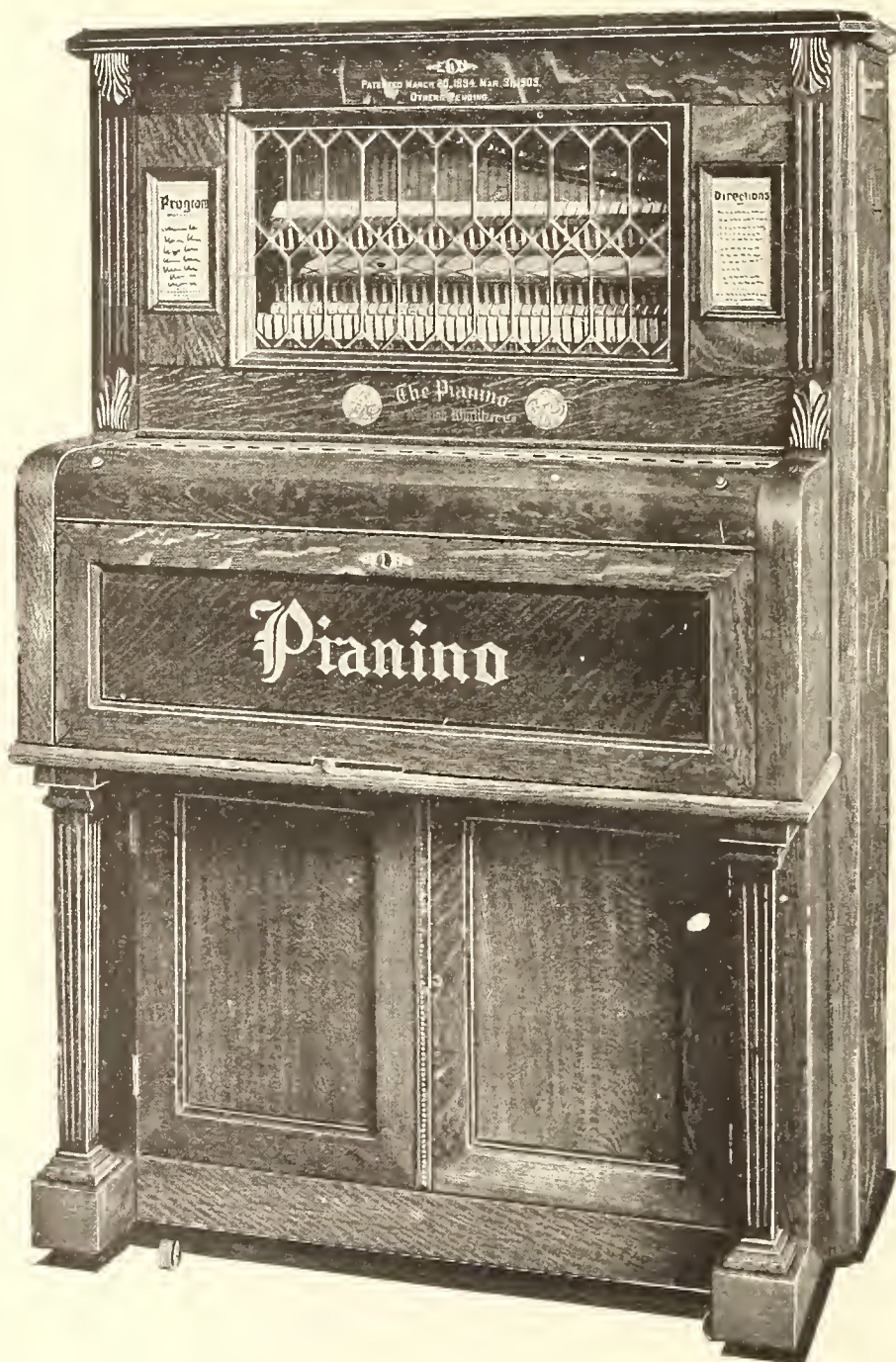
**\$500**



## Style No. 2

Including one roll of music, upon which there are six pieces, with alternating current motor,

**\$550**



## The Pianino

is the product of many years' experience in building Automatic Electric Pianos, and is presented to the public as the acme of perfection. The Pianino is the only Electric Piano playing from perforated music rolls which is an absolute success. The music is played with such accuracy and expression that it is almost impossible to believe that the instrument is played mechanically and not by expert human hands. The Pianino is the only Electric Piano fitted with an automatic rewinding device, which when the end of the roll is reached, automatically rewinds itself in thirty seconds. The pianino therefore requires no attention, which makes it valuable for all public places of amusement. Another important feature not found on any other automatic piano is the regulating device, whereby the time can be changed to any desired tempo. The perforated paper music rolls are only 5 1-2 inches wide; contain six pieces each, and play from fifteen to twenty minutes. As a money-maker the Pianino bids fair to head the list.

## The "Pianino"

Is the latest addition to our line of Electric Pianos, and from present indications bids fair to head the list as a money-maker. No one is more fond of music than the American people. Then why not give it to them? Music is elevating and refined, and will be found in some shape or form in all the better class of saloons, cafes, hotels, etc. Here is an opportunity to give your patrons music, and at the same time prove an income to you. The Pianino will pay 50 per cent. to 200 per cent. on the investment, and increase your bar trade 15 to 25 per cent.

*Liberal Inducements and Exclusive Agency given  
in Unoccupied Territory*

**THE RUDOLPH WURLITZER CO.**  
CINCINNATI MANUFACTURERS CHICAGO



"What is a canvasser? He is an individual endowed with all the beautiful selections which the talking machine contains; in mind he is strong, yet pliable, determined, yet reasonable, at one time he is pointing his way to untutored mind and at another meeting we find him with all the powers at his command.

"To the good canvasser, let us give all glory and all honor which he has so nobly won, and when he has at last outlived the days allotted him on this earth let us lay him to rest in that field prepared by divine hands, and may this epitaph ever live in the minds of an appreciative people, 'Here the installment man found a heaven, may his memory immortal part and on our minds may these last words be graven.' Please sign contract on this line."

### MESSAGE TO NEWSBOYS.

The Edison Phonograph Delights the Newsboys of Houston at Their Entertainment on New Year's Day—Record Will be Sent to Mr. Edison—An Interesting Occasion.

(Special to the Talking Machine World.)

Houston, Tex., Jan. 6, 1906.

One of the interesting features of the newsboys' New Year's dinner given by the Houston Improvement League at the Woman's Rest Room dining parlors Monday evening was a reproduction of a specially made record upon H. M. Holleman's gold plated Edison phonograph, which spoke to the boys the following words as they began their dinner:

"In connection with the splendid dinner provided the Houston newsboys by the Improvement League, the Texas Phonograph Co. will present a musical program on the Edison phonograph, whose inventor was once a newsboy himself; also the following special message by James O. Reavis of Nashville, Tenn., Secretary of Foreign Missions of the Presbyterian church of the United States."

"My Dear Friends: It gives me great pleasure to speak a word to you this evening. I want to tell you of a newsboy in Louisville, Ky. His name is Billy Green. Billy had a great misfortune in life. He lost his feet and his hands. The boy is not able to walk nor handle anything. Billy got a little wagon and was placed in it, and the newsboys would haul him down the street every morning, and there Billy would sell papers and chewing gum all day for a living. One day a wealthy man passed by and said: 'Billy, I want some chewing gum,' and he threw out a dime to Billy. The chewing gum was only worth a nickel, and as the man walked down the street Billy called out after him: 'Say, mister, come back here.' The man came back to his side, and found Billy had a nickel to give him, and said: 'The chewing gum is only worth five cents, and you gave me ten cents; it is a nickel too much, sir, so I give you back your nickel.' The wealthy man walked on down the street and said to himself: 'That boy is honest; he is a good boy.' Months went by, and this wealthy man had a position in his store. He wanted an honest boy to take it, and so he looked up and down the street to find Billy. He found him and said: 'Billy, I've got a place for you in my store. You are honest; you are the kind of boy I want.' So Billy was promoted to a position in the wealthy man's store. Well, years have gone by now. Billy remained at his post in the store. He saved his money, and the other day he was able to buy that entire store. He has money in the bank. He drives a nice horse, and Billy is one of the highest respected men in the city of Louisville. Now, boys, it all comes from being honest. The man who is honest over a nickel will be honest over dollars. This newsboy had faith in himself, faith in his mission and faith in God. I believe every boy here can pull to the top if Billy, without hands and feet, can become a wealthy man just because he is honest. I wish you all a happy New Year and great prosperity in selling your paper."

The record containing the above rendition on the phonograph was heartily cheered by the boys,

and will be sent, with their compliments, to Thomas A. Edison at his laboratory at Orange, N. J.

### HERE'S AN ENTERPRISING MAGISTRATE.

(Special to the Talking Machine World.)

Jeffersonville, Ind., Jan. 9, 1906.

The usual monotony that attends the ordinary ceremony set for eloping couples visiting Jeffersonville has been modified by Magistrate John Delanty, who has equipped himself with a talking machine, which peals forth the wedding march while the vows are being said.

To the strains of the talking machine Magistrate Delanty yesterday married James Romer and Gertrude Kennedy, of Louisville. He also married J. W. McGriffin and Miss Sarah Thomas, of Louisville. William Tucker and Maud Hornback, another Louisville couple, were married by Magistrate B. F. Ferguson.

### ORDERS SEVEN FULL CARLOADS

Of Zon-o-phone Records for Kohler & Chase—Another by Order from Lyon & Healy—New Machine Out This Week.

What is considered to be one of the largest orders on record was placed last week with the Universal Talking Machine Manufacturing Co., New York, by Kohler & Chase, San Francisco. It consists of 165,000 ten-inch records, making seven full carloads, and is for immediate shipment, a car a week to be shipped. While this is a vast number, the order embodies but 375 selections.

Another nice order for the same company came from Lyon & Healy, Chicago, for 10,000 ten-inch records. As a matter of fact, the Zonophone people have orders on hand for 200,000 records, and in consequence are called upon to increase their pressing plant in Newark, N. J., by at least 25 machines. The management state they will discontinue the manufacture of seven and nine-inch records altogether.

Their new \$35 taper arm machine was put out this week. A new sound box, improved turn-table and other parts are the features. The cabinet is polished quartered oak, piano finish.

### CAN'T DO WITHOUT IT.

A Story Told by Bard Bros., of Wheeling, Which Illustrates the Indispensability of the Talking Machine.

Bard Brothers, the talking machine men of Wheeling, W. Va., say that after a man once has a talking machine he cannot do without it. For proof of this they point to the fact that a machine which they sold Tuesday of last week to a Wetzel County man was stolen and he came the day after and purchased another one, for the reason that he did not want to be without one of these machines even for a day.

This machine was one of the first to be sold in Wetzel County, and the entire community took a great interest in it. The purchaser kept it in his place of business, and kept it going practically the entire day. It aroused great interest and attracted many persons to his store.

It happened that while he was not watching some one walked off with the machine. After spending a day attempting to locate it he hunted up Bard Bros. and purchased another machine similar to the one he first owned. This is held up as a proof that once a talking machine is owned the owner must always have one.

### O. F. KAUFFMAN ENTERTAINED.

O. F. Kauffman, proprietor of the music house, 48 North Eighth street, Reading, Pa., as well as the Reading Phonograph Co., 911 Penn street, was entertained by his employees on Christmas eve. He was inveigled into a specially decorated room on the third floor, where Edward A. Gicker, acting as toastmaster for the occasion, made a very charming address, eulogizing Mr. Kauffman for his enterprise and his appreciation of his employees. Mr. Kauffman responded in a very happy address of thanks.

# Do you get your goods promptly?

Something the matter with your dealer if you don't. You can't afford to wait for your goods and make your customers wait.

Get in touch with a new dealer. Better for you to give your business to another dealer than for your customers to take their trade to another store.

We want your business and will take care of it. When you place your order with us you can rest assured that it will be attended to at once. Goods are invariably shipped the same day that the order reaches us.

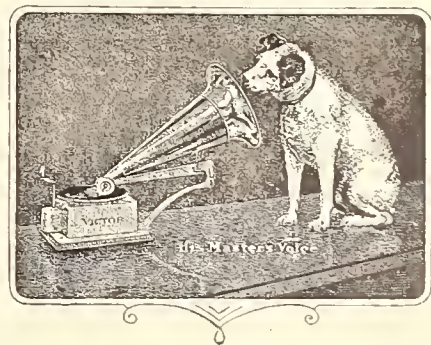
Look over your stock and see if there isn't something you need in Victor machines, records and accessories, or in specialties, such as trumpet horns, fibre cases and English needles.

Or send us your next rush order and see how quickly you get the goods.

A postal card mailed to us to-day will bring our catalogue to you by return mail.

## The Victor Distributing and Export Company

77 Chambers Street, New York





## NEW CONCERN IN SIOUX FALLS, S. D.

(Special to the Talking Machine World.)

Sioux Falls, S. D., Dec. 30, 1905.

Albert D. Wayne arrived in the city recently from Chicago, and has launched a new business enterprise in Sioux Falls—an exclusive talking machine exchange, carrying the complete line of new style Edison and Victor talking machines and records. Floyd C. Ramsdell, machine expert, also from Chicago, has a partnership interest in the business. Mr. Wayne and Mr. Ramsdell have for years been connected with the manufacturing, Mr. Wayne in the capacity of traveling representative and Mr. Ramsdell expert mechanic. The new store is in the new Sherman block, corner of Twelfth street and Phillips avenue.

## WM. TIPPETT'S NEW TALKING MACHINE.

(Special to the Talking Machine World.)

Marquette, Mich., Jan. 2, 1906.

William Tippet of Palmer recently constructed a phonograph on which he expects to get a patent. It is similar in appearance and build to the ordinary disc machine, but he claims to have devised improvements. His machine, he claims, does not have to be rewound so often; that the selection plate travels even and smoother and that the speed can be regulated and maintained to a nicety at any desired tempo. He is now conducting some experiments with a resonator which he thinks he can perfect so that it will do away with the scratching noise which mars the playing of selections in the case of the resonator now in use.

## COMPANY WITH \$1,000,000 CAPITAL.

(Special to The Talking Machine World.)

Portland, Me., Jan. 2, 1906.

The Pacific Telegraph Co. has been organized in South Berwick, to manufacture and deal in telephonic instruments, graphophones and phonographs. The capital is \$1,000,000; \$30 of

this is paid in, according to the "Portland Express." The officers are Ralph Swain Earle, Boston, president; E. Sargent Cox, Boston, treasurer.

## SWITZERLAND'S MUSIC BOX TRADE IS INJURED.

(Special to the Talking Machine World.)

Washington, D. C., Jan. 5, 1906.

Consul Keene, of Geneva, furnishes the State Department with a brief report on Switzerland's watch and musical-box industries. He writes in part: "Musical boxes have found in phonographs, gramophones and pianolas of all kinds keen competitors, and exports fell from \$590,580 in 1893 to \$399,703 in 1903 and \$308,800 in 1904. The year 1905 will not give better results at the end."

## ANOTHER PATENT FOR RAPKE.

A second patent on his "new and useful improvement in talking machines" was given to Victor H. Rapke, New York, by the Commissioner of Patents last week. This machine as a whole was illustrated in last month's World and attracted marked attention and evoked many inquiries from all parts of the country. There is no doubt that the result achieved by Mr. Rapke's manner of suspending the amplifying horn vertically and its peculiar adjustment, for which his claims of inventive novelty have been allowed on a broad basis by the Patent Office, greatly improves the quality of sound.

## THE PHONOGRAPH POPULAR.

That great inventor, Edison, once stated that he would never be satisfied until he knew a phonograph was in every home in the land. If Edison came to Newport he would see half a dozen or more enterprising merchants pushing the phonograph, in and out of the Christmas holidays. It is safe to state that there is hardly a street, in "North Newport" at least but what there is a phonograph, and in some streets there

are as many as three machines. On one street, one night not long ago, four phonographs were working at the same time.—Newport (R. I.) Herald.

## SHEBLE ON TRADE CONDITIONS.

The Well Known Talking Machine Supply Man Is Most Optimistic Over the Outlook—Enlargement of Plant Necessary.

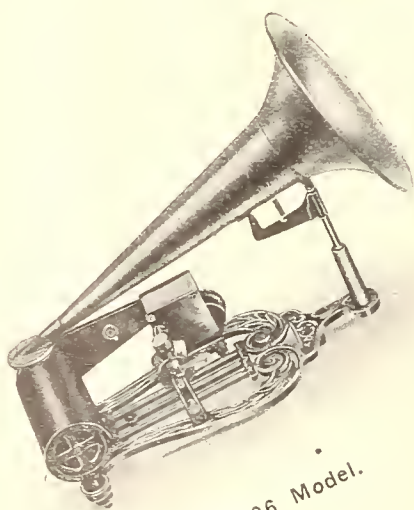
(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 9, 1906.

Mr. Sheble, of the Hawthorne & Sheble Mfg. Co. of this city, in a recent interview relative to trade conditions states that never in the history of the talking machine business have they seen such brisk trade as at the present time. He goes on to say: "We have very largely increased our facilities to manufacture talking machine supplies, and since early in September have been running overtime, but even then we have by no means been able to accept all of the business which has been offered us. We have instructed our salesmen to refrain from soliciting new business, so as to give us better opportunity to attend to the requirements of our old trade. Our well-known No. 5 Horn Crane has had such a phenomenal sale that we have been obliged to rebuild our entire Nickel Plating Plant in order to largely increase the output. Our outfit of Flower horns alone is today nearly three times as large as was our entire horn output one year ago, and we are still further increasing our output by the addition of numerous special machines so as to take care of trade requirements. The demand for the better grade Flower horns is largely on the increase, and I believe before very long the cheaper style Flower horns will be used only on the low priced machines, while the better grade Flower horns will come into universal use. So many dealers have an idea that the talking machine business practically ends with Christmas. Such, however, is a very erroneous conception, as in our experience the largest business is done during January, February and March, with March as the preferred month."

## AUTOMATIC SALESMEN

for more expensive Phonographs and Record Movers, is the universal opinion of the trade in regard to our machines.



Lyra 1906 Model.



Mermaid 1906 Model.



Clarion 1906 Model.

## OUR LEADERS

We can take and fill your orders for any quantity and make delivery on time. Write at once for prices.

THE EDWIN A. DENHAM COMPANY, Inc.

31 Barclay Street, NEW YORK

LONDON

WASHINGTON

BERLIN



## LOVE AND DUTY.

A TALKING MACHINE TALE OF THE HOLIDAY SEASON.

(Written specially for The Talking Machine World by Howard Taylor.)

It was basketball night at the Lyric Theater. The boxes glowed like huge bouquets in the light of the chandeliers; the bright banners of victors and vanquished alike, blending into one; such is the friendly rivalry of college sport.

Behind the showy bunting, "monarchs of all they surveyed," cheered and applauded the knights of the leather sphere.

On the stage the dashing chorus maidens in their brilliant apparel, sang, danced and capered bewitchingly in an ardent endeavor to win a smile, or perchance a flower, from the vigorous heroes who ruled the town that night. In the background a sea of faces rose from orchestra to gallery, but it did not count. The songs had been sung and the fair toes flung aloft many a time before, but never so sweet the songs nor never so high the toes as upon this eventful occasion, and the long-haired gentlemen in the boxes knew that it was all for them. Among these conceited youths—I might almost say, the most conceited

The ballad had ceased—the beauty in black had bowed her appreciation and left the stage. A coquettish glance, however, which her dark eyes had cast at the moment of her departure, remained with Tom. The song and the singer did not harmonize. A pretty girl in a low-necked, sleeveless gown, singing to him of his home, and shrugging her bare shoulders at him as she sang, did not appeal to his better self just then. It was all a great, great mistake. She should have been a little country lassie, pure and simple as the song she sang. He regretted now the note which lay in the bunch of roses he had flung her: "My Dear Miss Ormond—They have good broiled lobster at Sherry's. There is a table there for two. Will you go?" That coquettish glance said "yes."

With his heart far away on the farm, amid the naked trees and frozen brooks, he went to dine with a chorus girl at Sherry's. "Bah! I'm a fool," he said to himself, but being a man of honor, "dead game," to use a slang expression, he felt compelled to see it through. Imagine his surprise at the following revelation: The waiter had scarcely sped away with an exorbitant order before Tom realized that the girl before him was very far removed from the average type of stage beauty. She was human, and listened with a marked show of interest when he confided to her how her little song had touched him. He described to her also, in glowing terms, his home and the many pleasant scenes of his early childhood. Thoughts buried for years, came to light now in response to the call of his little friend across the table. As he finished speaking, she placed her tiny gloved hand upon his arm, and showed him his duty.

"Mr. Raymond, you tell me a whole year has passed since you have seen your mother's face. You must go to her at once. If you had lost a mother—" she stopped, and a tear ploughed the rouge on her cheek.

"Will you go?" she pleaded.

"I will," he answered her, and he kept his word.

It was upon a cold winter's morning that a young man alighted at the little depot of Maple Grove, and walked briskly down the wind-swept road toward a white farmhouse.

A woman stood at the sitting room window, shading her eyes with her hand. She saw something familiar in that quick, swinging stride.

"Could it really be Tom?" she whispered to herself.

He had reached the front gate—he was running up the gravel walk—yes, she was sure now—it was her boy.

"Father! father!" she quavered, "Tom is here!"

A fervent "Lord, I thank Thee!" came from the depths of the woodshed, and then, as the old man appeared, all three were mingled in a loving greeting.

The prodigal had returned.

They had so much to ask their boy, he had so much to tell them, that it was far into the night when at last the lights were out, and they retired to a well-earned rest. As Tom mounted the creaking stairs to his little room in the attic, the rising moon was bathing the snowy landscape in a flood of silver. Rippling white beams lay athwart the floor, and kissed the old prints on the whitewashed walls. Every chair seemed dearer than ever before, and the bed far more luxurious. Thinking of these things, a delicious drowsiness stole upon him, and he slept.

At the breakfast table next morning Tom's mother piled his plate high with flapjacks, knowing how he loved them, and talked with him the while. The father sat opposite, listening hungrily to the ringing voice of his son, and thinking proudly what a fine man he had grown. They discussed the crops, the weather, and, finally, the mortgage.

"No; the mortgage is not clear yet. We had

to think of your education, Tom dear," said the mother softly, stroking his curls just as she used to do in the days when he was little and chubby, and yes—sometimes dirty, too.

He stayed with them a week, and when the time came for him to go back to New York, they gave him a hundred dollars they had saved, assuring him that they could well afford it.

"The old pasture lot will be put in corn next spring; it will raise a famous crop—we may be rich, who knows?" they told him. The old mother thrust the worn wallet into the hands of her son, her face aglow with the pleasure of giving.

"Take it, Tom, for our sakes," she insisted. But Tom shook his head. He had changed. The homecoming had ripened his nature from a thoughtless boy to a clear-sighted man. Miss Ormond had been instrumental in bringing that homecoming to pass. Would she approve of the hundred dollars leaving the old home when a mortgage held its merciless hand above it, and his loved ones?

"No, mother; I can't take it. I'm not going back to college. I've decided to work instead."

Thus he left them, their tear-dimmed faces at the window, eagerly watching for the last glimpse of their boy. He turned a bend in the road, waved them a last adieu, and was gone.

Upon his arrival in the great metropolis he called on Miss Ormond at her hotel, and found her upon her knees before a talking machine, putting it in order for reproduction.

"Oh, Mr. Raymond, I am so glad to see you," she exclaimed cordially, by way of greeting.

"Allow me to introduce to you my latest possession. You shall hear it presently, but first of all you must listen while I tell you how I came to possess such a beautiful piece of mechanism."

She motioned him to a seat, gave the machine a final adjustment, and continued:

"I have been making talking machine records for the Neapolitan Co. for some time, and I was greatly pleased yesterday upon my arrival home from rehearsal at the theater to find this outfit awaiting me. A very kind note from the manager accompanied the gift; I will read it to you."

From a pigeon-hole of her desk she drew forth a large envelope, bearing the gold trade-mark of the greatest talking machine corporation in town.

"It is quite flattering," she laughed. "Listen."

"We take great pleasure in sending you to-day by messenger, one of our De Luxe machines, begging you to accept the same as a token of our regard for both you

## Increase Your Business

## MAKE NEW BUSINESS

Get sales where none grew before

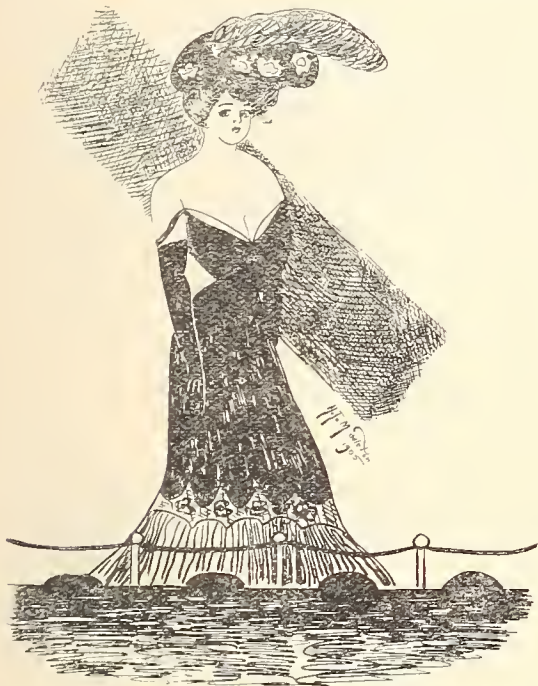
WE have no less than twenty-five original propositions whereby talking machine dealers, large or small, can increase their business and profits. Write to-day for full particulars—free.

Our latest is one of our best. It's ten times better than any trading stamp scheme extant. You will be able to sell machines and records to people that you could not get for customers on any other proposition. The best of it is that they make money as well as yourself. Just to get acquainted with you we will send you the plan with all details fully worked out for a plunk—one dollar, \$1.

If it isn't just about the best thing you ever heard of we will cheerfully refund the dollar. This offer is open for a limited time only, and we would therefore advise you to take advantage of it at once.

O. W. ECKLAND &amp; CO.

128 Dearborn Street, Chicago, Ill.



"THE LADY IN BLACK."

of them all, posed Tom Raymond. I use the word, pose, because Tom was posing. He was handsome, and the girls had spoiled him into an exaggerated opinion of his charms—a sad, sad circumstance.

A stately blond beauty in a decolette gown of black, tripped to the footlights, smiling languidly at the royal ovation tendered her. As the last huzza of welcome died away, the orchestra broke into the ballad, "My Dear Old Country Home." Then in a rich contralto, Miss Daisy Ormond—so the programme announced this fair vocalist—began to sing.

Tom was enraptured at once, and threw her a bunch of American beauties in a delirium of boyish enthusiasm. But as the song progressed, his college life fell away; he forgot the wine suppers, the broken rules, and the hundred and one misdoings he had gloated over until now. Instead, came to him from the girl on the stage a vivid picture of his home. He could see the old farmhouse nestling against the white hillside, his mother in the doorway, bent and worn with toil. Streaked with gray was the golden hair, and crow's feet were setting their stamp upon her sweet face. Then from out the barn, weighted with pails of foaming milk, his father came into view. He, too, showed the trace of years. His walk was slow and feeble, and a look of care, almost of heartache, lingered about the firm mouth.

As a setting to this rustic picture, the chickens clucked to him from inside the garden fence, and from his stall old Dick, the dappled gray, neighed an invitation. Even the sparrows swinging amid the snow-laden boughs chirped, "Come home, Tom; come home."



and your work. Hoping the instrument may bring you pleasure, and with our very best wishes, we are  
Yours most sincerely,

NEAPOLITAN TALKING MACHINE COMPANY.

By G. F. TOMKINS, Gen'l Man'gr.

"Allow me to congratulate you, Miss Ormond," cried Tom, enthusiastically, as she finished reading. "May I hear one of your songs, please?"

"You will not think me conceited, will you?" she asked, demurely, as she inserted the blank cylinder.

"Of course not," he answered, indignantly; "you know me too well for that."

"I hope so," she murmured, and started the machine.

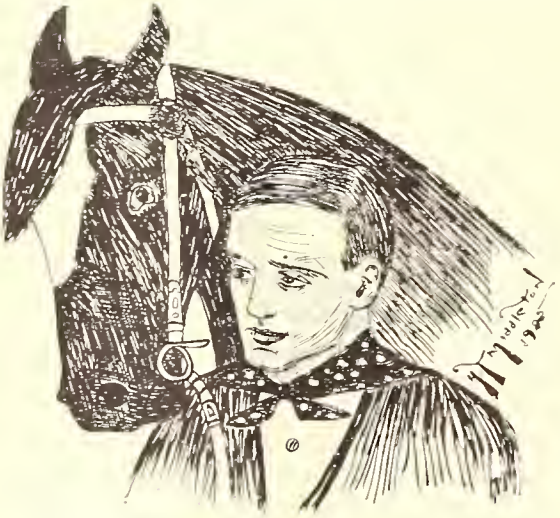
She had chosen the same song he had heard her sing at the theater, "My Dear Old Country Home":

When the shades of evening deepen,  
And my work for the day is o'er,  
A picture of my dear old home  
I seem to see once more.  
It drifts from the dying embers:  
A farmhouse on a hill,  
And I see a face at the window:  
She's waiting for me still.

CHORUS.

I'm going home to mother  
Ere another day goes by,  
I know there is no other  
Beneath the deep blue sky.  
Who is half so dear to me,  
No matter where I roam,  
O Mother, how I long to see  
My dear old country home.

"It was grand—wonderful!" he told her, and



"RUBBED HIS GLOSSY NECK AGAINST HIS SLEEVE."

his tone proved his sincerity. "How satisfying it must be to you to be able to sing like that."

She thanked him, pleased with his praise, and then their conversation, drifting from subject to subject, came at last to his visit home.

"It did me a world of good, and I have you to thank for it," he said.

"I knew it would," she answered, simply. "Who could go home to a fond and loving mother without coming away better for the visit? Oh, Mr. Raymond, if you only knew the loneliness, the utter emptiness of life without a mother's care—" she stopped, and he saw that she was crying.

"My dear Miss Ormond—Daisy (ah, how sweet that name), what is it? Tell me; I cannot see you suffer so? Are you ill?"

"Yes; I am ill," she sobbed; "tired out with a life of gayety and dissipation. I would give the whole world for just an hour in arms that held me close and whispered 'daughter.' Mr. Raymond, a chorus girl's life is a hell; the very name implies everything that is bad, a disreputable person, an outcast. She paused in an effort to recover her composure, fearing that he might misjudge her, but failing completely, she burst into a very torrent of weeping.

In an instant he was at her side, pouring words of love into her ears. She listened rapturously; her white arms went about his neck; her lips touched his and lingered there, and a sweet smile cleared away the clouds of her sorrow.

A sacred, magnificent thing is true love.

"Shall we go home to Maple Grove, dear?" he asked her.

"No, Tom; not now. Let us wait until we can prove to them that we have not done wrong; I mean that you have not done wrong in marrying a chorus girl."

"Oh, forget it!" he laughed. "You must cease to be a chorus girl at once. I want you to cancel all your engagements; your professional career will be entirely unnecessary now that you have me to work for you."

She obeyed, sure of his ability and strength, and ere long they were married and comfortably ensconced in a snug little flat on Twenty-third street.

"By the way, Daisy," remarked Tom one day after they had become settled in their new home, and had time to think of other things, "what do you say to sending that talking machine, with some of your records, down to the folks at Maple Grove as sort of a harbinger of better things to come? They will be glad to get it, I know. Why, I can see their dear old faces now, as they listen to 'My Dear Old Country Home.' That will fetch them if anything will."

"Tom, you are a wonder!" she answered, laughing; "come, let us pack it up right now."

They set at work, and soon a package labeled "fragile, handle with care," was journeying toward Maple Grove. A card within bore the inscription, "Happy Christmas, from Tom."

"Well, we are fixed now, and I guess I had better get next to a job; good-bye, Daisy, you dear little girl. I will be back in no time with news that will make you stagger." Speaking thus confidently, Tom Raymond started out to look for work. As failure after failure followed his weary search for employment, he laughed at what the morrow might bring forth and refused to be discouraged. However, the end seemed near when they arose one bleak December morning, the morning before Christmas—think of it, with but fifty cents to their names and nothing for breakfast. Daisy tried to comfort him, but her effort to be cheerful fell rather flat, and Tom was, for the first time, really disheartened.

A paper lay upon the table, and mechanically he turned it over, just as he had been doing for days. Suddenly his eye caught this notice in the amusement column:

TEXAS BILL'S WILD WEST.

Special Feature

UNTAMED STALLION "WILDFIRE," \$1,000 IN GOLD (And the Horse)

TO THE MAN WHO RIDES HIM.

Hundreds of other attractions. Admission, 50c. and \$1. Winter Circus Grounds, New York.

Week of Dec. 18th, 1905.

Tom leaped to his feet, kissed his little wife a hurried good-bye, and raced down the narrow stairs, two steps at a time.

It was a long walk to the Winter Circus Build-

ings, but the lack of car fare made it necessary. However, his heart was in it, and at last his destination loomed up before him. He paid his fifty cents at the door and entered to await, and to embrace when it came, the opportunity to win for Daisy. Oh, how slowly the dreary moments dragged. What cared he for the fancy shooting, the besieged stage coach, the heroic rescue? He was there to win a thousand dollars in gold for the little woman waiting for him at home with nothing for dinner but her love for him, and there was not much nourishment in that.

At last an individual with flowing hair and resplendent in a costume of buckskin, strode to the center of the enclosure, and in stentorian tones, proclaimed the following:

"Ladies and gentlemen, we now take pleasure in presenting to your notice, Wildfire, the untamed stallion of the West. He has never been ridden, and, believe me, ladies and gentlemen, he never will be. To impress you that I am positive in my statements, I hereby offer one thousand dollars in gold and the horse, as per our advertisement, to the man who successfully accomplishes the feat."

The cowboy band struck up "Hail to the Chief," and then, surrounded by herdsman, and fighting every step of the way, a beautiful black horse entered the arena. He shook his great head in proud disdain, and lifted his polished hoofs daintily.

Tom rose from his place on the bleachers, and jumping lightly from seat to seat, reached the ground almost in the path of the cavorting stallion. He went directly to the individual in the resplendent costume, and said to him quietly, "I would like to try for that thousand dollars."

"Young man, take my advice and go back to your seat. Wildfire will break every bone in your body—he's killed five people already."

"That's all right. Does your offer stand, or is it a bluff to draw crowds?"

"Bluff? Ha! ha! Well, hardly. Ride him and the money's yours; but if you break your neck, don't blame me—that's all."

Tom smiled and took off his coat.

"Ladies and gentlemen, Mr.—I didn't catch the name."

"Smith," said Tom.

"Ladies and gentlemen, Mr. Smith will now mount Wildfire, and I beg to assure you that I am mighty glad it is Mr. Smith, and not"—here he bowed profoundly—"yours truly."

Then turning to the vaqueros who held the plunging animal, he shouted: "Throw him, boys!"

## The Imperial Record

which, as everybody knows, is the best made,

is now retailed at

**Sixty Cents**



**JAMES I. LYONS**

Wholesale Only

**194 E. VAN BUREN ST.  
CHICAGO, ILL.**

## Mr. Dealer:

The success of your talking machine business depends upon the ability of your jobber to give you prompt service

**"OUR DEALERS SUCCEED"**

We job all makes of machines and records

Send for our complete alphabetically arranged list of all makes of records.



Mr. Smith wants to get aboard. He won't stay there long enough to get acquainted, though, I reckon," he added, with a grin.

A brute was this man in buckskin.

In obedience to their chief's command, the lariats whistled through the air, and Wildfire, caught in their entangling circles, fell flat upon his side, kicking viciously in a vain effort to regain his feet.

Tom watched carefully for a still moment, when the dangerous hoofs were quiet, and when it came he sprang into the saddle. Horse and rider rose together in a cloud of dust; the lassos were cast loose from the graceful limbs, and the demon horse of the prairies was free. With his head between his stiffened knees he began to buck. Tom's senses reeled, and the blood flew in a cloud from his nostrils. Up and down, to the left and right, like leaves in the autumn wind, they struggled for the mastery.

The horse expected the cruel spur to gore his flank, and the quirt to leave its stinging ridge



"WITH HIS HEAD BETWEEN HIS STIFFENED KNEES, HE BEGAN TO BUCK."

along his shoulder. He had always suffered these tortures in the past, and when they did not materialize as usual, he marveled, and then beneath his flattened ears drifted soothing words: "Whoa boy—easy Wildfire—I won't hurt you, old fellow—and you won't hurt me. I have broken many a colt down on the farm, boy, and they never threw me with the hold I have on you now. They couldn't, you see, so they learned to like me instead. Slow down to a canter now, and we will show these brutes what kindness will do; then we'll go home to Daisy."

A quiet as of death had fallen upon the multitude. They had watched the struggle with eager faces, expecting every moment to see the intrepid rider dashed to earth, a mangled corpse beneath those flying hoofs. But they were to be disappointed; no tragedy was to add its gruesome charm to their entertainment, for after the first vicious display of bucking, the horse dropped into a canter, then into a walk, and eventually came to a dead stop before the individual in the resplendent costume.

Tom leaped lightly to the ground and ran to Wildfire's head. The noble animal pushed his velvet nose into his new master's hand, and rubbed his glossy neck against his sleeve.

A roar like unto the storm-tossed sea came alike from grand stand and bleachers, the people howling their approval in one mighty burst of sound. Tom's horsemanship had won their esteem, despite their love for the tragic.

The money and horse were paid over, and Tom went home on air, figuratively speaking, with a thousand dollars in his pocket, and a superb horse beneath him, while the good news he had for Daisy made his heart thump tremendously.

She was sitting at the window when he en-

tered. She had not witnessed his triumphant approach, for he had left Wildfire pawing the asphalt around the corner. Throwing the bag of gold into his wife's lap, he went to the sink and began wiping the blood from his face, briefly telling her his experience between gasps, his head beneath the spigot.

Daisy came to him there, took his streaming head in her hands, while she sobbed out her appreciation.

"All for me!" she cried; "all for me! You went into the very jaws of death for me, O my king, my life—how I love you!" She kissed his eyes, his mouth, his hair, in an ecstasy of joy.

That night a telegram winged its way over the wires to Maple Grove:

"Will be home for Christmas.

"Tom—Daisy—Wildfire."

The old folks sat together in the sitting room. Near them on the table stood a talking machine, and from the polished horn issued the sweet strains of a rich contralto voice singing "My Dear Old Country Home." They listened spellbound to the flood of melody, and when at last it ceased, the tears were coursing down their furrowed cheeks as they had not done for years.

"Father, it was like our Tom to send us that machine," spoke up the woman at last. "He knew how we would enjoy it, and that voice," she continued, "is the kind that makes you cry. Father, the girl who sings that song is unhappy—I know it just the same as though she was here to tell me. She's cryin' out to the mother she longs for, but has never seen. I'd just like to take her in my old arms and comfort her."

"Mother, you're a fool!" interrupted the man. "She's one of them pesky, low-necked, short-skirted chorus girls, I'll bet—she can sing some, though," he admitted, reluctantly.

A knock came at the front door, and they both arose to answer it. It was the man from the telegraph office with a message for them. They opened the yellow envelope with trembling fingers: "Will be home for Christmas. Tom—Daisy—Wildfire." What could it mean?

"It's too much for our old heads, mother; we'll just have to wait and see."

The little train from New York drew in at the distant station. A funny little train it was, with its freight and passenger cars.

"Mother," said the man again, "there's freight to-day, I guess; the engine's drilling."

"Yes, father; I heard Deacon Smith say he expected some, so I reckon that's it—Father!" her voice was high-pitched now in its intense earnestness, "there's two people walking down the road, leading a big, black horse between them. They're turuing in at the lane—it's Tom!" She could wait no longer, but gathering her skirts about her ran to meet them, her flying apron waving a cordial greeting. The old man followed more leisurely, and his heart beat high with joy when he recognized the stalwart form of his son.

"Welcome home, and God bless you!" was all he could say.

In a flood of passionate eagerness, Tom told them his story, and ended by placing Daisy's little hand in his mother's calloused palm. Then he turned to his bewildered father, and handed him a bag of gold.

"We have come home to stay, dad," he explained. "The money is to help with the mortgage, and these"—he held out his strong young arms—"will do the rest."

Wildfire, left to himself, sauntered up to the joyous quartette and neighed softly. Old Dick answered him from the distant stable, assuring him of a warm and hearty reception at Maple Grove.

Daisy, with her arm in that of her new mother's, sang sweetly "My Dear Old Country Home."

A light, joyful, serene, shone in the face of the older woman: "The voice in the machine. Tell me, child, is it not the same?"

Daisy nodded an affirmative.

"Thank God! now my old heart is content. Kiss me, my daughter."

The bells in the chapel across the way rang out, "Peace on earth, good will toward men."

THE END.

## A JANUARY TIP!

### DO YOU WANT TO MAKE MONEY?

Good, big money. The men who sent in an order for a sample line of our instruments were delighted with the results.

They found our instruments blended perfectly with the talking machine line, besides helping to make the store attractive. If you want to help out in the profits during the holiday season you can't go at it in a better way than with our specialties; your musical friends will come to you when they learn that you have the Durro violins, bows, strings, etc. They have a high standing.



We are judges of the excellence of all kinds of small goods, such as Accordeons, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lesser prices, but which are superior to any on the market at the same price.

It will pay you to order a sample line at once. You will then see how profitable it is to devote a portion of your store to the exhibition and sale of small goods. Write for catalogue.

Make good money for the new year. It is easy with our help. We can tell you how and go with the business tide when it serves.

## BUEGELEISEN & JACOBSON

113-115 University Place  
Corner 13th Street, NEW YORK





## In the Domain of "Automatics"



The passing of the old year has marked a period of unprecedented success and development in the field of automatic creations, musical and otherwise, and everywhere is evidenced a frenzied desire for improvement. This undoubtedly has had much to do with the remarkable advance in this industry and reflects credit and honor on those whose brains and untiring energy have placed them at the head of the many varied branches of this trade.

As the demand for these mechanical devices grows the manufacturers are confronted with the difficulty of obtaining competent help in the factory. In other words, the business is now passing through the process of specialization, and therefore plants with any pretension to output are compelled to educate their own forces.

The question whether or not this new phase of the musical industry is a benefit to the trade in general, and whether it will or will not depreciate the sales of our old standard instruments is much discussed. We are strongly of the opinion that in all ways it is destined to be a decided help in maintaining and augmenting the present healthful conditions.

The growth throughout the country of these emporiums of music, where a passerby for a few pennies may hear any of the modern musical selections or the masterpieces of old writers, through the medium of the automatic piano, talking machine, banjo or other device, is creating a love for music among a class of people who, without this educator, so to speak, would never enter a music or talking machine store, be the salesman ever so clever or his proposition ever so enticing. It familiarizes them with the possibilities of enjoyment to be derived from the ownership of such an instrument, which desire eventually ends in a purchase.

To state that our modern arcades appeal merely to the untutored, would be an injustice to their enterprising managers, for glancing over the crowds that flock to these centers of amusement, we find a conglomeration of humanity in all stations of life. The manufacturers of talking machines and records are not the only ones who benefit by this new enterprise, for the publishers of sheet music and makers of the various piano player rolls are reaping a rich harvest from this publicity of their late productions; in fact, the parlor men have long realized it, and many are running a department in connection with the arcade, where the different songs and selections may be bought at attractive prices.

The automatic musical instrument and the automatic machine is not limited to this territory alone, and is finding its way into all places devoted to amusements; and to-day cafes, hotels, parks, rinks, dancing pavilions, etc., etc., are not considered complete without the presence of these representatives of our numerous mechanical and acoustical geniuses. The number of various devices now on the market designed to tempt the curiosity of the public is large, and is still growing, and yet the incessant demand is for more—to supply which the manufacturer is kept working night and day, with no prospect of a let up.

The present month of January, generally considered as dead, offers no breathing spell. With all the stock on hand sold the manufacturer now faces the difficulty of placing something new on the market, and in such numbers as to fill the orders which will commence to pile in next month. The manufacturers have for some time realized the value of The World as an advertising medium for this trade, and all are unanimous in the verdict that through its aid they have doubled their business.

\* \* \* \*

The American Mutoscope & Biograph Co. of this city have for some time been making a specialty of reels of the current events, and the suc-

cess which they are meeting with proves the value of this up-to-date method. The recent hanging of Mrs. Rogers is only one of the many. Yet, one machine with this reproduction took in \$26 in three days, crowding the parlor on Fourteenth street, in which it was placed, to overflowing and bringing a rich harvest of pennies to all machines. The mere expression that one machine made \$26 does not perhaps convey the full extent of what this means. But when we consider that 2,600 people looked into one of the four hundred machines in this parlor in that time it gives a more perfect idea of the enormous demand for new features.

\* \* \*

In recognition of the universal interest that exists among all classes and at all times in the art of palmistry, the automaton palm reader has been invented and built by Marvin & Casler Co., the well-known slot machine manufacturers of this city. Up to the present time no real attempt had been made to reduce this art to a scientific or mathematical basis. The present machines generally found in slot parlors work purely by chance, and in no sense read the palm, or take any account of the individual operating them, yet these are all good money makers. The automaton, however, actually does gauge and read the palm, and delivers a card bearing a reading that is actually suited to the hand of the operator, and his alone.

The readings are made by "Fletcher," of New York, a noted palmist, and are copyrighted in

his name. There are nine types of hands, and each style has 25 series. This naturally increases the earning power of one automaton, as a person working the machine once and getting a reading that he recognizes as being true, will invariably spend more for further details.

This machine is undoubtedly a wonderful product of mechanical skill, and reflects honor on its manufacturers. The Knickerbocker Syndicate, 320-22 Fifth avenue, this city, have secured the agency throughout this country and Canada, and the only complaint heard from them is they can't get enough machines to supply demands.

\* \* \* \*

A despatch from Paris says a novelty has been introduced in the electric cabs of Paris. If a traveler wishes to read his paper he places a two-cent piece in a slot and touches a button, and an electric lamp will light up the cab for ten minutes. The new device will now be extended to all public vehicles in the city.

\* \* \* \*

A new parlor has just been opened by William Allen, in Meriden, Conn. All the latest type of machines are to be installed.

\* \* \* \*

No more profitable attraction can be found than the coinoperating pianos for use by talking machine dealers in their parlors or in the penny palaces which are now proving so popular throughout the country. They are money makers and crowd catchers, and cannot afford to be overlooked by any live manager.

**American Mutoscope & Biograph Co.**  
11 E. FOURTEENTH ST., NEW YORK

**The Mutoscope** Oldest and Best Known  
Slot Machine

"The Backbone of the Automatic Parlor Business"  
Showing Moving Pictures in their Most Attractive Form

Coin operating machines, the great money makers, are made in great variety by **ROTH & ENGELHARDT, Windsor Arcade, New York.**

(Further particulars on inside back cover page)

**Coin Operated Talking Machines**  
**Coin Operated Illustrated Song Machines**  
**Coin Operated Machines of all other types**

**THE ROSENFELD MFG. CO.**  
591 HUDSON STREET, N. Y. CITY

Talking machine dealers and arcades can make good money by handling the Regal line of coin operating machines.

**REGAL PIANO PLAYER CO., 891 Southern Boulevard, New York, N. Y.**  
(See ad. on front cover page.)

## THE PIANOVA COMPANY,

Manufacturers of

**44 AND 65 NOTE ELECTRIC PLAYERS**

with or without nickel in the slot attachment

**SECURE THE AGENCY NOW.**

**117-125 Cypress Avenue,**

**New York.**

## THE NICKLIN COIN-OPERATED PIANO

(PATENTED THROUGHOUT THE WORLD)

The Perfect Self Playing Piano. It Operates 50 Per Cent Easier Than Any Other.

**The Nicklin Coin-Operated Piano**

The ONLY Perfect  
Coin-Operated Piano.

POSITIVE IN ACTION.  
SLUGS WILL NOT OPERATE IT.

We also Manufacture the "Pianotist" and "Nicklin" Piano Players, which can be fitted to any Upright Piano.

**Good Territory Still Open. Write for Catalogue "T.M.W." and Discounts**

**PIANOTIST COMPANY** Factory and General Offices: **201 EAST 49th STREET NEW YORK**



## RECORD BULLETINS FOR FEBRUARY, 1906.

## LATEST VICTOR RECORDS.

- ARTHUR PRYOR'S BAND.  
4564 What's the matter with the Moon—Medley March..... (10)  
31474 The Spinning Wheel.....Spindler (12)  
31475 The Clown Dance (from Feramors Banet Music).....Rablstein (12)  
31476 Airs of Great Britain..... (12)  
31478 Martha Overture.....Flotow (12)  
31479 Robert the Devil Selection.....Meyerbeer (12)
- SOUSA'S BAND.  
4538 Silence and Fun (a Ragtime Two-Step). Mullen (10)  
4565 Manhattan Beach March.....Sousa (10)
- VICTOR ORCHESTRA.  
Walter B. Rogers, Conductor.  
4569 Feather Queen.....McKinley (10)  
4584 The Baby Parade.....Pryor (10)  
4583 The Church Parade March..... (10)  
4577 Everybody Works but Father (Musical Burlesque)..... (10)  
4581 Gleaming Star—Intermezzo.....Hager (10)
- XYLOPHONE SOLOS BY PETER LEVIN WITH ORCHESTRA.  
4574 Long, Long Ago (with Variations)..... (10)  
4578 Pretty Maiden Waltz..... (10)
- TROMBONE SOLO BY ARTHUR PRYOR WITH ORCHESTRA.  
4582 Lennie.....Kummer (10)
- VIOLIN SOLO BY CHARLES D'ALMAINE WITH ORCHESTRA.  
31480 Medley of Old Time Keels..... (12)
- "De'il Among the Tailors"—"Flow'r of Edinburg"—"Speed the Plow"—"Tom and Jerry"—"Roger's Reel"—"Miss McCloud's Reel" and finale "Auld Lang Syne."  
BANJO SOLO BY VESS L. OSSMAN WITH ORCHESTRA.  
4533 My Irish Molly O—Medley March..... (10)
- TENOR SOLOS BY HARRY TALLY WITH ORCHESTRA.  
4551 Wait Till the Sun Shines, Nellie, Von Tilzer (10)  
4579 Silver Heels.....Moret (10)  
4580 My Irish Molly O.....Schwartz (10)
- BARITONE SOLOS BY ALAN TURNER WITH ORCHESTRA.  
The Heart Bow'd Down.....Balfe (10)
- 31481 I'll Be Waiting in the Gloaming, Sweet Genevieve.....Helf (12)
- CONTRALTO SOLO BY MISS CORINNE MORGAN WITH ORCHESTRA.  
31473 But the Lord is mindful of His Own (from St. Paul).....Mendelssohn (12)
- SOPRANO SOLO BY MISS ADA JONES WITH ORCHESTRA.  
4563 I'm the Only Star That Twinkles on Broadway.....Von Tilzer (10)
- DUET BY MACDONOUGH AND STANLEY WITH ORCHESTRA  
31477 Excelsior.....Balfe (12)
- BASS SOLO BY FRANK C. STANLEY WITH ORCHESTRA.  
4572 Down Deep Within the Cellar (Im Tiefen Keller).....Oxenford (10)
- IRISH SONG BY BILLY MURRAY WITH ORCHESTRA.  
4571 My Irish Maid.....Hoffman (10)
- COMIC SONG BY BOB ROBERTS WITH ORCHESTRA.  
4566 Nothin' from Nothin' Leaves You.....Snyder (10)
- MALE QUARTET BY THE HAYDN QUARTET WITH ORCHESTRA.  
4561 Only a Message from Home, Sweet Home.. (10)  
4576 You Don't Seem Like the Girl I Used to Know.....Florant (10)
- HARRY MACDONOUGH AND HAYDN QUARTET WITH ORCHESTRA.  
4575 Will You Love Me in December as You Do in May..... (10)
- COMIC SONG BY DAN W. QUINN WITH ORCHESTRA.  
4559 Brother Masons.....Hoffman (10)
- DUET BY COLLINS AND HARLAN WITH ORCHESTRA.  
4560 Nigger Loves His 'Possum.....Dresser (10)
- DESCRIPTIVE SPECIALTY BY SPENCER AND HOLT.  
4562 A Barnyard Serenade..... (10)
- DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER WITH ORCHESTRA.  
31483 Chimmie and Maggie at the Hippodrome.. (12)
- TENOR SOLOS IN GERMAN BY EMIL MUENCH WITH ORCHESTRA.  
4583 Hobelried (Song of the Piano).....Kreutzer (10)  
31482 Treue Liebe (Ach, wie ist's möglich dann) (How Can I Leave Thee)..... (12)
- FOUR NEW SEVEN-INCH RECORDS—SOUSA'S BAND.  
4528 Moonlight.....Moret
- ARTHUR PRYOR'S BAND.  
4526 Tammany.....Edwards  
SONG BY BOB ROBERTS WITH ORCHESTRA.  
4553 Yankee Boodle (from "Fritz in Tammany Hall").....Schwartz  
SONG BY BILLY MURRAY WITH ORCHESTRA.  
4229 Yankee Doodle Boy.....Cohan

## NEW EDISON GOLD MOULDED RECORDS.

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concern Records are wanted, give the number and letter C.  
9194 Caprice Militaire (Rollinson). Edison Concert Band

- 9195 Henry Klein (Jerome and Schwartz)—Dutch waltz song from "The White Cat," orchestra accompaniment.....Ada Jones  
9196 I'm a Dreaming of You (Mullen)—Coon love song, orchestra accompaniment, Conius and Harlan  
9197 "Genevieve" Waltz Medley (Original)—Oscar solo, orchestra accompaniment, introducing "On the Banks of the Rhine with a Song," "I'll be Waiting in the Gloaming, Sweet Genevieve" and "Wait Till the Sun Shines, Nellie".....Eugene Rose  
9198 Will You Love Me in December as You Do in May? (Balfe)—Sentimental song, orchestra accompaniment.....Harry MacDonough  
9199 God be with you Till We Meet Again (Lomer)—Sacred duet, orchestra accompaniment, Anthony and Harrison  
9200 It's a Good World After All (Bryan and Edwards)—Comic song, orchestra accompaniment.....Bob Roberts  
9201 Blue Jackets March (Bennett), Edison Military Band  
9202 Daddy's Little Girl (Morse)—Descriptive song, orchestra accompaniment.....Byron G. Harlan  
9203 College Lie March (Franken)—Whistling solo, orchestra accompaniment.....Joe Belmont  
9204 Lazy Moon (Cole and Johnson)—Coon love song, orchestra accompaniment, chorus by Edison Male Quartette.....Billy Murray  
9205 Ghost of the Mayor Overture (Grossman)—From the opera "Der Geist des Wogewoden," Edison Symphony Orchestra  
9206 'Neath the Spreading Chestnut Tree (Bloom)—Descriptive song, orchestra accompaniment, Irving Gillette  
9207 Believe Me, if All Those Endearing Young Charms (Moore-Stevenson)—Soprano song, orchestra accompaniment.....Marie Nareus  
9208 Pocahontas (Bryan and Edwards)—Comic song, orchestra accompaniment.....Edward M. Favor  
9209 Titania, Air de Ballet (Sirey), Edison Concert Band  
9210 Is Everybody Happy? (Hogan-Lemonier)—Coon song, orchestra accompaniment, Madge Maitland  
9211 Robinson Crusoe's Isle (Burt)—Comic song, from Marie Cahill's "Moonshine," orchestra accompaniment.....Arthur Collins  
9212 My Mother's Old Red Shawl (Moreland)—Descriptive duet, orchestra accompaniment, MacDonough and Biehling  
9213 The Chaser March (Ruby)—Xylophone solo, orchestra accompaniment.....Albert Benzler  
9214 Save Your Money, 'Cause de Winter Am Coming On (Godfrey)—Coon song, orchestra accompaniment.....Clarice Vance  
9215 The Original Cohens (Vaudeville)—Hebrew sketch with orchestral incidental music, and introducing an adaptation of the old-time character song, "Solomon Levy," Ada Jones and Len Spencer  
9216 Song of the Steeple (Rosenfeld)—Male quartette, unaccompanied, Edison Male Quartette  
9217 Silver Heels (Moret)—The 1905-06 annual instrumental number issued by the popularizers and the composer of "Hiawatha," Edison Military Band

## NEW COLUMBIA "XP" CYLINDER RECORDS

- PRINCE'S MILITARY BAND.  
32878 Razzazza Mazzazza (A trombone extravaganza). PRINCE'S ORCHESTRA.  
32867 Entr'Acte from "It Happened in Nordland," Victor Herbert  
ORCHESTRA BELLS.  
32873 Sweets of Life (Mazurka)—Orchestra accompaniment.....Edward F. Rubsam  
XYLOPHONE SOLO.  
32879 Happy Heinke March and Two-step—Orchestra accompaniment.....Harry A. Yerkes  
VAUDEVILLE SPECIALTY.  
32868 Fritz and Louisa—Orchestra accompaniment, Miss Ada Jones & Len Spencer  
TENOR SOLOS.  
32875 Good Night, Little Girl, Good Night—Orchestra accompaniment.....Henry Burr  
32876 Silver Heels (by the composer of "Hiawatha")—Orchestra accompaniment.....Billy Murray  
32877 Only Forty-five Minutes from Broadway (Fay Templeton's success)—Orchestra accompaniment.....Billy Murray  
32880 Why Don't You Try? (Effie Fay's big song hit in the musical comedy, "The Belle of Avenue A")—Orchestra accompaniment.....Harry Tally  
32881 What Has the Night Time to Do with the Girl?—Orchestra accompaniment.....Harry Tally  
BARITONE SOLOS.  
32866 The Load That Father Carried—Orchestra accompaniment.....Bob Roberts  
32874 My Name Is Morgan, but It Ain't J. P. (Coon Song)—Orchestra accompaniment, Bob Roberts

- 32869 What's the Use of Knocking When a Mau Is Down? (Coon Song)—Orchestra accompaniment.....Arthur Collins  
32870 He's Nobody's Friend, Not Even His Own (Coon Song)—Orchestra accompaniment, Arthur Collins  
32865 My Old Kentucky Home—Orchestra accompaniment.....George Alexander  
BARITONE AND TENOR DUETS.  
32871 I'm a Dreamin' of You—Orchestra accompaniment.....Collins & Harlan  
32872 Out in an Automobile (A new song by the composer of "Come Take a Trip in My Air Ship")—Orchestra accompaniment.....Collins & Harlan

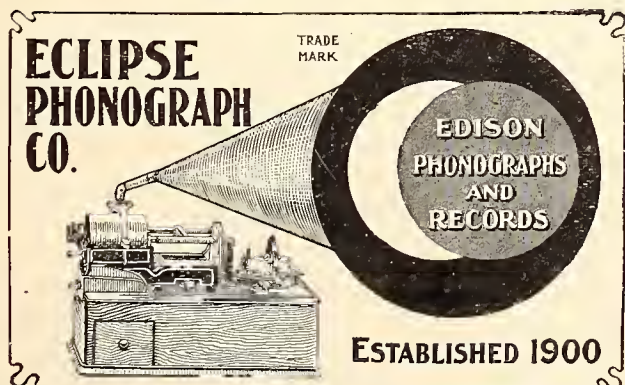
## NEW COLUMBIA 10-INCH RECORDS.

- LONDON MILITARY BAND.  
25741 Earl and the Girl Selections No. 1.  
25742 Earl and the Girl Selections No. 2.  
25743 Earl and the Girl Selections No. 3.  
25767 Veronique Selections No. 1.  
25768 Veronique Selections No. 2.  
25769 Veronique Selections No. 3.  
25770 Veronique Selections No. 4.  
Latest Broadway Successes.  
COLUMBIA ORCHESTRA.  
\$391 Spring Song (Mendelssohn).  
\$1111 Spring Blossoms (Caprice Gavotte).  
SOPRANO SOLOS (ENGLISH).  
25928 Good Bye, Tosti—Piano accompaniment, Mme. de Pasquall, London  
25931 God Speed You, Dear—Piano accompaniment, Mme. de Pasquall, London  
25940 For All Eternity—Violin obligato and piano accompaniment.....Mme. de Pasquall, London  
TENOR SOLOS.  
10525 Tosca, E lucean le stelle (Italian)—Piano accompaniment.....Romeo Bertl, Milan  
10526 Ave Maria di Gonnod (Italian)—Piano accompaniment.....Romeo Bertl, Milan  
10528 Cavalleria Rusticana, Brindisi (Italian)—Piano accompaniment.....Romeo Bertl, Milan  
10529 La Favorita, Spirto gentil (Italian)—Piano accompaniment.....Romeo Bertl, Milan  
10533 Lucia di Lammermoor, Tu che a Dio (Italian)—Piano accompaniment.....Romeo Bertl, Milan  
50512 Sigurd, Esprit Gardien (French)—Piano accompaniment.....Romeo Bertl, Milan  
10384 Faust, Salve dimora (Italian)—Piano accompaniment.....A. Santini  
BASS SOLO.  
25912 The King's Own (English)—Piano accompaniment.....W. G. Webber, London  
BARITONE SOLO.  
12510 Ave Maria, L. Weiss (Latin)—Violin and organ accompaniment.....A. Moser, Vienna  
VOCAL SOLO (German).  
12584 Funiculi-Funicula (Parodie) German—Piano accompaniment.....R. Waldemar  
VOCAL DUET (GERMAN).  
12501 Donna Juauita, Kinder Duett (German)—Piano accompaniment, Mizzi Zwerenz and Arthur Guttmaun, Vienna  
VAUDEVILLE SPECIALITY.  
2314 Golden Wedding—Orchestra accompaniment, Miss Ada Jones and Len Spencer  
BARITONE SOLOS.  
3312 When Stars Are in the Quiet Skies—Piano accompaniment.....George Alexander  
3313 Song That Reached My Heart—Orchestra accompaniment.....George Alexander  
3318 Pocahontas (Burlesque Indian Song)—Orchestra accompaniment.....J. W. Myers  
3319 He's Nobody's Friend, Not Even His Own (Coon Song)—Orchestra accompaniment, Arthur Collins  
TENOR SOLO.  
3315 Brother Masons (A low comedy song of high degree as sung by Harry Bulger in "Woodland")—Orchestra accompaniment, Frank Williams  
BARITONE AND TENOR DUET.  
3320 Out in an Automobile (A new song by the composer of "Come Take a Trip in My Air Ship")—Orchestra accompaniment.....Collins & Harlan  
VOCAL QUARTETTE, MALE VOICES.  
3316 My Bonnie Rose—Orchestra accompaniment, Columbia Quartette  
3317 Mah Pretty Chloe from Tennessee—Orchestra accompaniment.....Columbia Quartette  
\$510 Lead Kindly Light (Sacred)—Piano accompaniment.....Columbia Quartette  
\$511 Carry Me Back to Old Virginia—Piano accompaniment.....Columbia Quartette  
\$518 Nearer My God to Thee (Sacred)—Piano accompaniment.....Columbia Quartette  
\$714 Way Down Yonder in the Cornfield—Piano accompaniment.....Columbia Quartette  
\$New records of old titles remade with beautiful and improved effects.

## AMERICAN RECORD CO.'S BULLETIN No. 4.

- Regimental Band of the Republic.  
031258 Beauties of Erin. A captivating medley of Irish airs.....  
031259 The Norsemen—March and Two-step.....  
031260 The Rosary.....Nevins

## ECLIPSE



A good trade name, and particularly appropriate when connected with our progressive methods of doing business. We job Edison Phonographs and Records, and make a specialty of the rapid filling of orders.

We carry the largest and most complete line to be found in the State of New Jersey. **TRY US** with an order.

**YOU GET THE GOODS**

**Note Our New Address.**

**ECLIPSE PHONOGRAPH CO.**

A. WM. TOENNIES, Proprietor

203 Washington St., Hoboken, New Jersey



- 031261 The 2d Connecticut National Guard March .....D. W. Reeves  
031262 Swedish Guard March.....American Symphony Orchestra.  
by Joe Belmont)  
031263 Birds and the Brook (whistling obligato  
031264 Selections from the Mayor of Tokio.  
031265 Silver Heels.....Neil Moret  
031266 Traumerel (violin solo by Maurice Chabrier)  
Howard Blackburn with Organ Accom.  
031267 When I Survey the Wondrous Cross. (Sacred song)  
Henry Burr with Orch. Accom.  
031268 Sing Me to Sleep.....Arthur Collins with Orch. Accom.  
031269 Just Because She Had That Winning Way.  
031270 Sympathy—A new popular coon song.....Collins & Harlan, Orch. Accom.  
031271 In Timbuctoo—Popularly known as a "monkey ditty."  
031272 Paddle Your Own Canoe.....Byron G. Harlan with Orch. Accom.  
031273 You Don't Seem Like the Girl I Use to Know—One of the latest sentimental songs.  
Frank Howard with Orch. Accom.  
031275 My Noreen, My Colleen—A new Irish ballad.  
Billy Murray with Orch. Accom.  
031275 Keep a Little Cozey Corner in Your Heart for Me.....  
031276 My Irish Maid.....Vess L. Ossman with Banjo Solo, Orch. Accom.  
031277 A Gay Gosssoon—(A record of exceptional brilliance.)  
Steve Porter with Orch. Accom.  
031278 And His Day's Work Was Done.....  
031279 La-diddle-diddle-um .....These records are of the topical song variety and unusually funny.  
Spencer and Holt.  
031280 Auction Sale in a Toy Store.....Len Spencer's auctioneer records have been popular for years. This is an entirely new number in which Mr. Holt's abilities as an imitator have ample scope.  
Spencer and Porter.  
031281 Marty Maloney's Wake—One of the Spencer and Porter Irish dialogue series.....

ZON-O-PHONE 10-INCH RECORDS.

- SEVENTH REGIMENT BAND.  
351 Gray Jackets (Seventh Regiment March).  
352 La Graziosa (Spanish Dance).  
353 Overture Lulline.  
ZON-O-PHONE CONCERT BAND.  
354 Down South (American Sketch).  
355 My Maryland March.  
356 Soldiers' Chorus from "Faust."  
357 The Irish King March.  
HAGER'S ORCHESTRA.  
358 Gleaming Star.  
359 La media Noche.  
360 Selections from "Dolly Dollars."  
REED ORCHESTRA.  
361 Swedish Wedding March.  
BANJO SOLO BY VESS L. OSSMAN WITH ORCHESTRA ACCOMPANIMENT.  
362 Virginia Farmer.  
FLUTE SOLO BY FRANK MAZZIOTTA WITH ORCHESTRA ACCOMPANIMENT.  
363 Sleep Well, Thou Sweet Angel.  
SONGS WITH ORCHESTRA ACCOMPANIMENT.  
364 Barnyard Medley .....Colonial Quartette  
365 Dreaming, Love, of You.....Byron G. Harlan  
366 Heiue (A German Vaudeville Sketch).  
Miss Ada Jones and Mr. Len Spencer  
367 Moonlight Serenade Intermezzo...Billy Murray  
368 Mr. and Mrs. Murphy (Irish Character Sketch).  
Miss Ada Jones and Mr. Len Spencer  
369 My Name Is Morgan, But It Ain't J. P.  
Bob Roberts  
370 Our National Airs (A Patriotic Poem).  
Len Spencer

- 371 Robin Redbreast (With Whistling),  
Frank Howard  
372 Schuberts' Serenade.....J. F. Harrison  
373 Sleighride Party.....Colonial Quartette  
374 Sympathy (Don't Worry, Bill)...Billy Murray  
375 Will You Love Me in December as You Do in May? .....Frank Howard

JANUARY LIST IMPERIAL RECORDS.

- BARITONE SOLOS BY J. W. MYERS WITH ORCHESTRA ACCOMPANIMENT.  
44662 Sister.  
44663 Paddle Your Own Canoe.  
44664 Nora Floradora.  
44665 My Own United States.  
44666 That's When Life's One Grand Sweet Dream.  
44694 The Land of the Red, White and Blue.  
Schasberger  
TENOR SOLOS BY HENRY BURR, WITH PIANO ACCOMPANIMENT.  
44667 Robin Adair .....Burns  
44668 Rosary.  
44684 Sing Me to Sleep. With orchestra accompaniment.  
44696 Awake, My Beloved, Awake.....Greene  
44697 Dreaming, Love, of You.....Chas. K. Harris  
BARITONE SOLOS BY ARTHUR COLLINS WITH ORCHESTRA ACCOMPANIMENT.  
44678 Drummer's Song, or Sweethearts in Every Town .....Schwartz  
44679 Robinson Crusoe's Isle.....Lurt  
44680 I'm Satisfied .....Smith & Brown  
44681 Give My Regards to Broadway.....Cohan  
44682 What's the Use of Knocking When a Man is Down .....Bryan & Edward  
44683 Don't Be What You Ain't.....Silvie Hein  
44676 Mile .....Solman & Burt  
44677 Is Everybody Happy?.....Hogan  
44685 He's Nobody's Friend .....Mullen  
MALE QUARTETTE.  
44686 Sleigh-ride Party.  
44687 A Night Trip to Buffalo.  
44688 Steamboat Leaving the Wharf at New Orleans.  
44689 Characteristic Negro Medley.  
44690 A Barbecue in Old Kentucky.  
44691 A Coon Wedding in Southern Georgia.  
44692 Way Down Yonder in the Cornfield.  
44693 Every Day Will Be Sunday Bye and Bye.

A \$2,000 FREIGHT BILL.

Graves & Co. Pay High Tariff on Three Carloads of Edison Phonographs.

(Special to The Talking Machine World.)  
Portland, Ore., Dec. 30, 1905.

What is one of the largest freight bills ever paid by a local retail firm is that which Graves & Co., the music dealers at 328 Washington street, paid the Northern Pacific Railroad yesterday, when another carload of Edison goods arrived. A freight bill of nearly \$2,000 argues an undoubtedly great retail and jobbing trade. In assuming this unusual freight bill, Graves & Co. have not only captured a distinction in paying an exceptionally large tariff, but have also captured the distinction of being not only the largest phonograph dealers in the Northwest, but the only dealers hereabouts ever shipping in talking machines and phonographs by the carload. The

shipments for December alone have amounted to three carloads, one on December 1, car No. 100, 387, of 416 cases of phonographs, weighing 26,155 pounds, amounting to \$588.49; December 4, Northern Pacific car No. 7457, with 433 cases, weighing 33,953 pounds, amounting to \$763.99 in freight; and on December 18, N. P. car No. 46,790, 428 cases, weighing 27,649 pounds, amounting to \$622.10; total, \$1,974.58.

In speaking of the matter, F. W. Graves said: "The holiday trade has exceeded even our most sanguine expectations, and the three carloads of phonographs which we have received from the Edison laboratories at Orange, N. J., this month, have all been prompted by necessity; we had to have the goods to supply the trade. Not only has the Portland business been excellent, but we have had to work night and day to fill the orders which have been pouring in from all parts of the Northwest. We ordered another carload of phonographs last night, and are praying that it will reach us speedily."

VICTOR LETTER TO DEALERS.

Some Facts That Will Prove of Interest.

Camden, N. J., Dec. 20, 1905.

To Victor Dealers:

We are pleased to note that 90 per cent. of the distributors and dealers are well pleased with our plan and the change in prices on records. We are convinced that those who are not did not in the beginning thoroughly understand the plan and the advantages to be derived. Therefore, we wish to again emphasize a few of them, with some new features, viz.:

1st. Cutting out the exchange enables you to make a profit on *all* the goods you sell instead of only two-thirds as heretofore.

2d. Had we given sixty days' notice, other companies would have cut immediately, and your business would have been hung up for that length of time, allowing competitors to get a great lead over you and us.

3d. It was best for us to reduce the price on December 1st because we have found from actual figures for a number of years that the sales of records in the month of December are smaller than other months in the year, and January, February, March and April are the largest record months. If you had a larger stock on hand December 1st than at any other time, it would be harder on us than any one else, because we stand by our special offer practically all of the difference in price: therefore, we thought it was a good thing to do, notwithstanding the fact that we are the greatest losers by changing the price at the time you had the largest stock. Naturally, it was bound to cause some confusion making a big change of this kind at any time, and we are greatly surprised that it has caused so little.

4th. It was impossible to put the contract system into effect until the change in record prices was made, and we desired to do so as soon as possible.

5th. We prophesied that the business would be increased 100 per cent., but we had no idea that it would be increased to this proportion under two or three months. We are very much gratified to advise you, however, that the first fifteen days in December have already doubled any previous fifteen days and have equaled any entire single month. Therefore, we are confident, this means that within three months the business will be three times as large as it was heretofore instead of only doubled. We are confident that this move is the best one the Victor Company ever made, and are sure you will agree with us inside of ninety days, if you do not at this time. Yours very truly,

LEON F. DOUGLASS, Vice-President.

Walter L. Eckhardt, manager wholesale department of the Columbia Phonograph Co., General, New York, is waging an aggressive campaign in the trade, and the list of Columbia jobbers—the most desirable, it is said—is growing apace. Mr. Eckhardt is filling this important position with credit to the company and himself.

# Everybody wants them!

# SOFTERTONE

# Needles & attachments



FOR VICTOR EXHIBITION AND CONCERT, COLUMBIA, AND ZONOPHONE SOUND BOXES

SOFTERTONE NEEDLES reduce the volume and bring out every detail and shade of tone in the Record

# Play Six Records

SOFTERTONE NEEDLES may be played on the same or different Records at least six times without injury to the Record—in fact, a Record will last three times as long when a Softertone Needle is used.

**IMPORTANT:** When ordering mention Name and Style of your Sound Box

The attachment for the Victor Exhibition Sound-Box also fits the Columbia and Zonophone Sound-Boxes. Price, Softertone Needles, in packages of 200, 25 cents. Price, Softertone Attachments, each 25 cents. Dealers' discount same as they are receiving on Victor machines.

FOR SALE BY **LYON & HEALY** CHICAGO



## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS.

(Specially prepared for The Talking Machine World.)

Washington, D. C., Jan. 8, 1906.

**REPEATING MECHANISM FOR PHONOGRAPHS.** Clinton J. Kurtz, Salem, Ore., assignor of one-fourth to Jacob Wenger, same place. Patent No. 808,387.

This invention relates to an improved repeating mechanism for phonographs and the like, the object of the invention being to provide im-

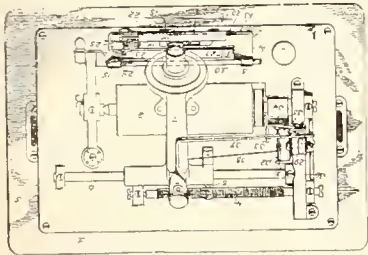
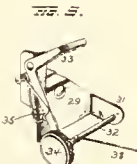
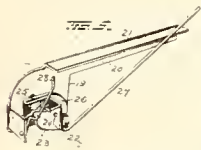
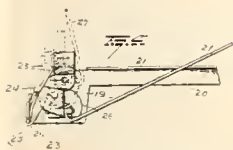
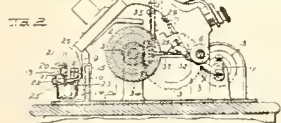
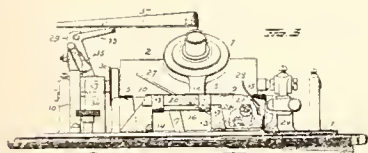


Fig. 1.



proved means which will compel the reproducer to automatically return to the starting end of the record and continuously repeat the same record until the apparatus is stopped or runs down. In the accompanying drawings, Figure 1 is a plan view illustrating the improvements. Fig. 2 is an end view, partly in section. Fig. 3 is a front elevation, and Figs. 4, 5, and 6 are enlarged views of details of construction.

**PHONOGRAPH.** William Haverman, Cleveland, O. Patent No. 806,806.

The object of this invention is to provide a phonograph which shall give a very large volume of sound and shall direct the sound to different parts of the room, so that the phonograph may better serve, for example, to entertain an audience or furnish music for dancing. To this end the inventor has devised a phonograph having a plurality of reproducers associated with a plurality of horns and all operating from a single stylus. By this means the volume of sound is very greatly increased, and it may be directed to several points, as desired. The drawings clearly illustrate the invention. Figure 1 is a perspective view of the phonograph complete. Fig. 2 is a side elevation of the reproducer, together with

a horn and its support.

Fig. 3 is a side elevation, partly cross-sectional, of the reproducer, having two reproducing disks. Fig. 4 is a bottom view of the same. Fig. 5 is a view showing the attachment of the reproducer to the supporting arm.

**PHONIC APPARATUS.** Daniel Higham, Bridgeport, Conn., assignor to Highamophone Co., Jersey City, N. J. Patent No. 808,052.

This invention relates to phonic apparatus employing an intermediate friction mechanism between a primary and a secondary vibrating means, such as shown in Mr. Higham's United States Patent No. 678,576, of July 16, 1901, and in his allowed United States application filed December 12, 1904, Serial No. 236,609. The object of the present invention is to produce a friction device for use in apparatus of the character mentioned, which shall be so constructed as to avoid the objectionable noises referred to. The inventor has discovered that if the angle of inclination of the sides of the V-shaped groove is given a certain determined relation to the coefficient of friction between the shoe and the material constituting the friction roll this side-to-side movement of the shoe will be avoided and the noises resulting therefrom avoided. This is an important improvement and of great value. Generally stated, the angle of inclination of the sides of the V-shaped groove should be one whose tangent is approximately equal to the coefficient of friction existing between the shoe and the material constituting the friction-roll.

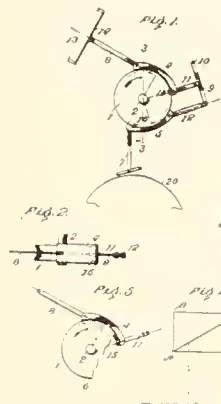


Fig. 1.

Fig. 2.

Fig. 3.

Fig. 4.

Fig. 5.

Fig. 6.

It has also been found that by giving the link which receives the pull of the shoe a proper position of inclination the said noises may be further diminished, while a still further diminution is obtained by an escape pocket or outlet for dust that accumulates between the shoe and friction roll. It is also beneficial to make one shoe-section of the compound shoe slightly wider than the friction-roll and one slightly narrower. The invention will be best understood by reference to the accompanying drawings, in which Figure 1 is a side elevation of friction-wheel and jointed friction-shoe in operative position. Fig. 2 is a plan view of Fig. 1. Fig. 3 is a vertical section of Fig. 1 on the line 3-3 of said figure.

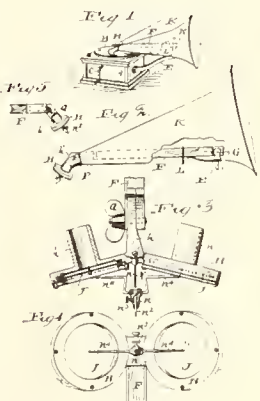


Fig. 1.

Fig. 2.

Fig. 3.

Fig. 4.

Fig. 5.

Fig. 6.

Fig. 4 is a diagrammatic view serving to illustrate one part of the invention, and Fig. 5 is a broken detail.

**INDICATOR.** Frank Paul Peleger, El Paso, Tex. Patent No. 807,862.

The object of the invention is to provide a new and improved indicator more especially designed for use on phonographs, music-boxes, and like instruments and arranged to permit the user of the instrument to quickly adjust the speed regulating device of the instrument according to the proper time in which a certain piece of music is to be performed. A practical embodiment of the invention is represented in the accompanying drawings. Figure 1 is a sectional side elevation of a phonograph provided with the improvement and Fig. 2 is a sectional plan view of the same on the line of 2-2 of Fig. 1.

**MANUFACTURE OF SOUND RECORDS.** W. H. Hoyt and W. J. Gaven, Bridgeport, Conn., assignors to the Burt Co., Hackensack, N. J. Patent Nos. 808,842 and 809,263.

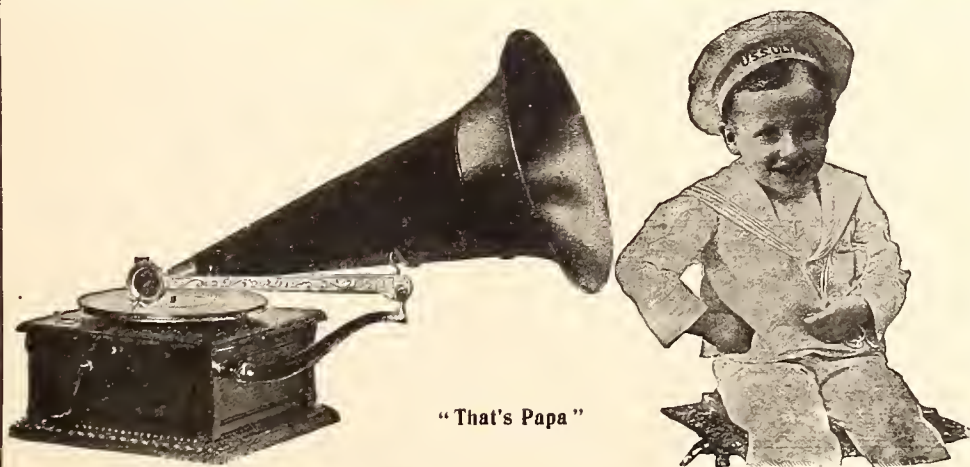
This invention has reference to the production of pressed or molded sound-records—that is to say, of sound-records which are made by impressing the undulations corresponding to sound-waves upon a suitable tablet in the form of a disc, cylinder, or other suitable form.

Heretofore pressed or molded records have generally been formed upon tablets of homogeneous material, having the same coefficient of expansion and contraction throughout their mass. For this purpose various materials or compositions have been used with commercially satisfactory results. For making cylindrical records compositions of a waxlike character have been most commonly used. For making disc records compositions of earthy material compacted under pressure by means of a suitable binder, such as shellac, have been commonly used. These arti-



cles must have a mass of thickness sufficient to give them the strength required to withstand the incidents of handling and transportation, and in order to reduce the cost it has been proposed to make the body of the tablet of a relatively cheap substance (such as pasteboard or papier-mache) and to spread thereupon a surface of the sound-recording composition. In such cases, however, the inconveniences arising from tablets composed of two substances differing in respect of their coefficient of expansion have prevented the lasting or successful use thereof. Records have also been made of a very thin shell of celluloid, xylonite, and like materials backed up by a thicker shell of pasteboard or the like without causing

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the adjacent surfaces of the two surfaces to adhere, so that each can expand and contract at its own natural rate.

The present invention has for its object to reduce the cost of the production of sound-records without any injurious effect upon the quality of the surface and without sacrifice of the strength of the tablet and without incurring the objections which exist in composite tablets.

The invention is applicable to compositions which are for all practical purposes homogeneous throughout, but which contain an ingredient whose presence is necessary to give to the surface the hard glazed finish and other qualities absolutely indispensable for proper sound reproduction. For example, in the compositions of earthy

material now commonly employed in the production of disc records an ingredient such as shellac is necessary to give the proper finish to the surface. This ingredient serves also as a binder and in making these compositions (whether for sound-records or other purposes) has always been distributed uniformly throughout the mass. This ingredient will be herein termed the "glaze." Specifically we have discovered that a pressed sound-record formed of earthy material and containing the glaze only on the surface—that is to say, in a relatively small part of the entire thickness of the tablet—the body of the tablet being formed of a similar composition containing an ordinary binder—has not only all the acoustical qualities of the sound-records as now made, but

practically the same strength and resistance to shock and the same coefficient of expansion and contraction throughout its mass. Inasmuch as the glaze is the expensive ingredient in the composition, the invention materially diminishes the cost of production of these articles.

The invention may be applied in various ways. Practically we have found the following process to give good results, and it constitutes the best way in which we have contemplated applying the principal of the said invention. We form two batches of the plastic composition. One of these contains the usual ingredients mixed with an ordinary binder, such as Manila gum. The other contains the same (or like) ingredients with shellac instead of Manila gum. The two batches

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are rolled into sheets, that which is to form the surface of the tablet being quite thin relatively to the thickness of the sheet which is to form the body of the tablet. These two sheets when heated unite strongly together. The combined sheet is used as in the ordinary process of pressing records, the side containing the glaze being applied to the matrix. The pressure impresses the sound-record upon the tablet and compacts the whole into what is practically a homogeneous tablet. A great many plastic compositions of the kind referred to herein are in common use, and the preparation thereof is well understood. Such compositions may be formed of terra alba 10 parts, barytes 10 parts, and flock 4 parts (by weight), with Manila gum for the ordinary stock and shellac for the surface stock. A suitable pigment may be added. The process is graphically illustrated in the accompanying diagram.

### OUTLOOK FOR 1906 VERY GOOD.

E. A. Hawthorne, of the American Record Co. Reports Great Activity—Expect to Manufacture 5,000,000 Records This Year.

In a conversation recently with E. A. Hawthorne, sales manager of the American Record Co., who make the Indian records, he stated that the factory of the American Record Co. in Springfield, Mass., was operated during the months of November and December with a double shift, working day and night to try and keep pace with the orders.

The business that has been developed by this company in the short space of thirteen months has been exceptional. Mr. Hawthorne said if the present rush of orders continues they will manufacture at least 5,000,000 records during the year 1906.

"The superiority of the record and a proper understanding of trade conditions, has brought this company well up in the front in the talking machine business," said Mr. Hawthorne. That they have become a factor of influence is evidenced by the establishment of the new prices for disc records.

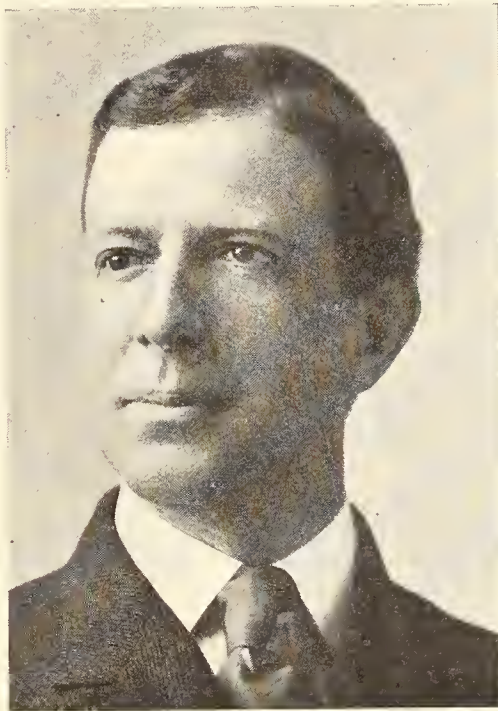
The American Record Co. were the first to discontinue the exchange proposition, and as early as October 14, 1905, submitted the new terms to their dealers, which involved doing away with exchanging records and offering the 10-inch records at 60 cents. The response which this proposition met with on all sides proved the wisdom of the move, and the widespread demand that other companies should establish the same conditions, led to the general reductions by the other companies in December.

The outlook for the year 1906 is unusually

bright, and it is the opinion of jobbers everywhere that the public to-day is "talking machine mad," as one of the dealers expressed it. This is a condition which bespeaks an era of good times in the talking machine industry.

### THE MAN WITH AN EDISON RECORD.

Charles G. Andrews, manager of the phonograph department of the Boston Cycle and Sundry Co., is not only one of the most successful as well as popular talking machine men in the East, but has done much to make the phonograph as popular as it is to-day. Mr. Andrews was born in Chelsea, Mass., a suburb of Boston, which has the reputation of turning out more live men than any other city of its size. Here "Char-



CHARLES G. ANDREWS.

lie" went to school, and after graduating from the Chelsea High School entered the employ of James M. Linscott, who at that time was doing a modest bicycle business in Chelsea. The boy proved so apt and showed such promise of business qualities that when Mr. Linscott removed to Boston to start a business, which has since made him famous, he took Charlie Andrews with him. About this time the phonograph was put upon the market, and Mr. Linscott added this branch as one of the departments in his store, assigning Mr. Andrews to take charge. It was a small beginning, the entire stock of records being less

than is contained in one bin now at the mammoth establishment of the company.

How well Mr. Andrews succeeded every dealer in New England knows. Kindly accommodating, polite, patient and thoroughly businesslike, the young fellow soon became well known and popular. The business thrived to such an extent that a wholesale department was created. Among his other talents Mr. Andrews possessed the happy faculty of discerning which were the "sellers" among the new list of records, and his judgment has seldom failed the retailers who advise with him. Soon the wholesale department became inadequate, larger quarters were secured, and still larger, until to-day the Boston Cycle Co. has been obliged to devote an entire floor of a large building at No. 48 Hanover street, Boston, and to erect bins containing from 50 to 150 records each to accommodate the trade. This has just been completed, and it is the largest display of records in New England, if not in America.

Another floor is devoted to the retail department and offices of the company. The top floor is utilized for the manufacture of record cases, Such, in brief, is the career of this gentleman, who has contributed much to the advancement of the phonograph trade. He is still a very young man, and as the years go by, with experience ever ripening, the possibilities for good among the trade's business interests cannot be estimated, if the past successes of Charlie Andrews be taken as a criterion.

### POINTERS FOR MANUFACTURERS.

Trade Possibilities Unveiled by the Talking Machine World in Almost Unknown Europe.

Along the entire east coast of the Adriatic in Istrian and Dalmatian Austria, the talking machine is never encountered, and yet this entire region should prove a bonanza for the enterprising commercial agent, since the people are at that stage of life where they would take strongly to this sort of pastime.

In Montenegro, too, the talking machine could supplant the bards who gather the people under the trees at the road side and recite tales from the folklore to the accompaniment of the gusla.

At Fiume, the chief seaport of Hungary, an agency for one brand of American talking machine exists.

At Budapest, capital of Hungary, talking machines are quite frequently encountered in the stores.

A feature of the pan-Slav art exhibition at Belgrade, capital of Servia, on the occasion of the coronation of King Peter, was a painting of an old man and a young girl, Balkan peasant types, listening to a talking machine.

At Bucharest, capital of Roumania, the people are largely Parisian in their tastes, and American talking machines find ready sale, being seen in many of the stores.

Rustchuk, the commercial metropolis of Bulgaria, likewise lists the talking machine among its articles of sale, while at Jirnova, far in the interior of the principality, of an evening the peasants and officers gather about the horn at the inn to listen to "Carmen" and the "Kara-George March."

### ARTHUR COLLINS' NEW COLONY.

There is a rumor among the talent that Arthur Collins is going into the real estate business. Not that he contemplates giving up singing, but is taking it up as an investment. He has induced several of "the boys" to investigate property at Hempstead, L. I., and if his hopes are realized, there will be the beginning of a talking machine colony in that locality before long.



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BLACKMAN FLOWER HORNS  
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Our new POINTED BELL FLOWER HORNS combine Beauty and Strength and our Prices are Low. Send for CIRCULAR and DEALERS' PRICES.  
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NOTE.—Every DEALER and JOBBER should order some NEW STYLE PLACE BRUSHES. No. 2 fits New Standard or Home. No. 3 New Gem or Trumpet.

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We are giving everybody a GOOD PROFIT.  
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GET ONE OF OUR NEW DEALERS' PRICE LISTS. We are quoting very low prices and every dealer in the U. S. can save money on Supplies by buying from our Price List. Retail, Wholesale and Special Quantity Prices are quoted. Write now.

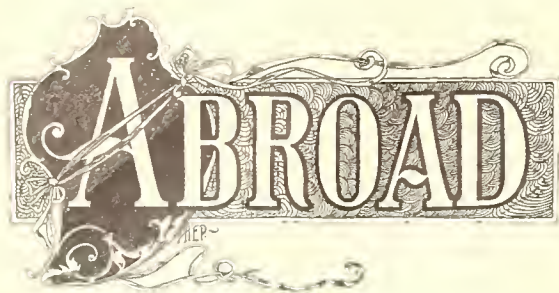
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J. NEWCOMB BLACKMAN, Prop.  
"The White Blackman."

GET THE BLACKMAN HABIT AND  
YOU WILL KEEP IT

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(Special to The Talking Machine World.)

London, Eng., Jan. 5, 1906.

One of the oddest collections in the British Museum is a set of talking machine records of the voices of prominent persons of the present. They are not offered for general inspection, but a hundred years hence the historian may describe to his readers how Queen Victoria's voice sounded to him, as well as the voices of the other members of the royal family and the leading statesmen of to-day. In all there are already filed away more than five hundred records. The collection is being added to constantly.

\* \* \*

The Vienna Academy of Sciences already possesses a collection of several thousand records of dialects and languages. They include the songs of the American Indian and the war chant of the Malay. Idioms and peculiarities are also recorded, and the collection will not be regarded as complete until every race and division of race has contributed to the collection.

In addition to their value in the future, they are being used for a comparative study of language. Arrangements are now being made to record the cries of animals, and a large staff of voice hunters are kept constantly employed in these two branches.

\* \* \*

T. Edens Osborne, the progressive talking machine dealer of Belfast, Ireland, is making splendid use of Mme. Patti's opinion of the gramophone, in which she said: "It reproduces the human voice to such a fine point that in listening to the records of Caruso, Plancon, etc., it seemed to me as if these artists were actually singing in my saloons—I have never heard anything to equal it." Mr. Osborne adds: "The great prima donna never sang for the gramophone, therefore her eulogy is important, because absolutely uncolored by interest and prejudice. The gramophone has evolved from its 'primitive cradle-dome' to one of the marvellous inventions of the age, its reproduction being almost human."

\* \* \*

Hans Starcke of Elberfeld (Germany) has taken out a patent on a device by which a phonograph is connected with a telephone. Even should nobody be present when a telephone call is made, the words are recorded upon the phonograph and can be repeated ad libitum at any time.

\* \* \*

The King of Spain has a number of wax models of himself that open and close their eyes. Within each is a little phonograph that cries "Long Live Spain." Alfonso takes great delight in sending them to little friends among the royal families of Europe.

\* \* \*

The Russell Hunting Record Co., Ltd., manufacturers of the "Sterling" record at 81 City Road, are building up one of the largest businesses on this side of the water. It was in February that this company was organized, and although they only started delivering records in July they have sold up to December 1 over one million records. The factory is now turning out over ninety thousand records per week, and the "Sterling" record has made quite a sensation in this country. The officers of the company are Louis S. Sterling, managing director; Russell Hunting, superintendent record department; P. A. Smithurst, works manager.

\* \* \*

One of the most striking indications of the present phenomenal popularity of talking machines is the adoption by the best section of the Belfast public of high-priced instruments and classical selections. Indeed, to the gramophone

and genuine Edison phonograph belong the credit of popularizing the best songs of the day and raising the tone of local music lovers. Thanks for both instruments, the public here are quite familiar with many songs long before they are heard in any of our theatres, opera houses or music halls. In this connection one hears the "gamins" and messenger boys frequently whistling airs from comic and other operas that have so far never been "staged" in Belfast, but which he has learned by attending T. Edens Osborne's Saturday night open air gramophone and phonograph concerts. The most elite gatherings in Belfast and neighborhood are not now considered à la mode without some selections on the gramophone, phonograph or Columbia machines.

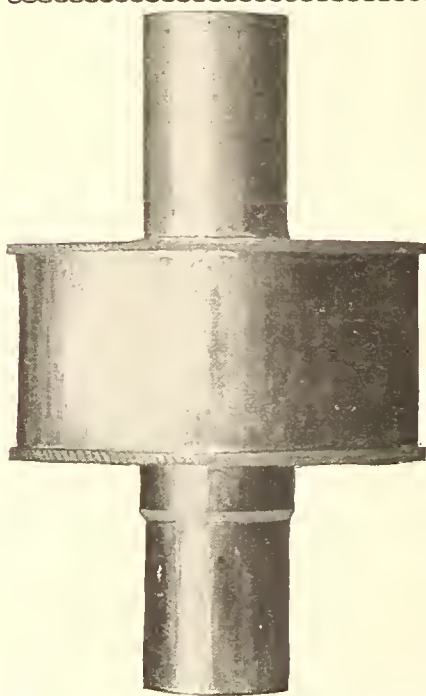
#### TYPE OF MACHINE AT WORK ON CANAL.



Drawn by H. T. Middleton after Jellier in The Phila. Record.

#### AMERICAN RECORD CO.'S NEW LIST.

We understand that the American Record Co. are preparing a new list of records to be known as "Catalogue 'E,'" which will supersede Catalogue "D," and include Bulletins Nos. 1, 2 and 3. The list of records for January will be known as Bulletin No. 1 in connection with Catalogue "E." It is the intention of the American Record Co.



## IN THE LEAD

There are many attachments on the market, ranging from 50c. to \$1.50, that are supposed to improve the sound of Phonographs and yet the sale of the

#### LEWIS PHONO-CONSONATOR

at \$3.50 increases daily. The sales for 1905 increased on an average of 30% over the preceding year.

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**Mr. Dealer:**

*If you want always to get the goods, send your orders to a house of exclusive*

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**541 Fifth Avenue, N. Y.**



## PHILADELPHIA'S BUDGET OF NEWS.

Past Year Breaks All Records—Rosenfeld Illustrated Song Machine—Victor Co. Acquire More Land—Force of Good Advertising—Value of the Talking Machine as Side Line—Posting of Bulletins Help—Enterprising Camden Jobber—Manager Goodwin's Activity—Doctor Uses Talking Machine as Entertainer—Department Stores Double Sales.

(Special to The Talking Machine World.)

Philadelphia, Jan. 12, 1905.

Local dealers in talking machines and supplies say that 1905 holiday business was the best transacted since being in business. Ninth street is quite a Talking Machine Row, for at 19 South Ninth the Penu Co. holds forth; at 25 South Ninth, the Western Co.; and at 13 North Ninth, the Disk Co., and at 41 North Ninth the Wells Co. Near by, at 923 Market street, is H. A. Weymann & Son, while at 1019 is the main general office of the Columbia Phonograph Co. Without going too much into detail, it can be said that all of these salesrooms enjoyed most satisfactory business, and see no reason why 1906 trade should not be good also. At present writing trade conditions are fair—about normal for the season, although there is a good satisfactory call for new records.

A representative of Wm. F. Boogar, who operates a public phonograph entertainment hall at 938 Market street, said that the Rosenfeld illustrated song machines in the hall were the best money makers being operated. "Our patrons are certainly delighted with them," he said, "the combination of moving pictures with phono music being just the thing which has taken their fancy. We are running twenty-five machines." Mr. Boogar runs a well-ordered entertainment hall, and the best element supports it.

The Victor Talking Machine Co., of Camden, have acquired additional land adjoining their present plant at Front and Cooper streets and will, it is understood, add additional buildings in the near future. In almost all departments work is being "rushed," and a great deal of overtime is being put in. Manager L. F. Geissler is looking after details in a masterly manner and is given excellent assistance by a willing corps of capable assistants. Briefly put, the company is behind orders, but is doing all it can to catch up. Two incidents worthy of note developed the past week. One shows the tremendous force of a good advertising phrase. Madam Bernhardt wanted her 4-foot dog housed at the Bellevue-Stratford, Philadelphia's gilt-edge hotel. The manager wouldn't have it. "We'll put the dog out on our farm," he said to Madame's agent. "We are connected by telephone with the farm, and every day the dog can hear 'His master's voice'—or rather, the divine Sara's." But Bernhardt wouldn't have it, and went to another hotel. The picture of a dog listening to the human voice recorded by the Victor Company being objectionable to the guileless denizens of China, this concern is accommodatingly providing the Chinese with advertising cards showing a venerable resident of the Flowery Kingdom listening soulfully to the dulcet tones of Victor records "spieling off" Chinese ditties and solos. The Victor Co. have their own

printing plant on Federal street, Camden, and all hands there are very busy.

An uptown Philadelphia jeweler and optician has added a small stock of talking machines and supplies to his store, and in referring to the fact said: "I was led into the matter by a number of my friends who owned talking machines. Their machines got out of order and they asked me to repair or mend them. I got interested, industriously studied the mechanism of the machines, ascertained where supplies could be secured, and am now prepared to do almost any kind of repairing. My skill as an optician and jeweler stood me in good stead, and it is my advice to brother opticians to look into the phonograph field and add it as a side line. While now I only carry enough stock to oblige a few customers, if I see a good opening I intend to go into it quite heavily. It is an interesting and attractive field, to my notion, and a profitable one as well. One thing against it for the small dealer, it seems to me, is that he can't afford to carry the enormous stock of cylinders and discs made necessary by customers' demands. They want a record at once; do not want to 'wait until it is sent for.'"

Said an Eighth street retailer: "I have found that posting a bulletin of new records increases the demand for them. I bought a marking outfit and have my clerk stamp out the list of new tunes, songs, etc., and post them conspicuously in the show window. These lists attract immediate attention, and I get lots of orders to send for the records at once. Of course I announce I take orders subject to delivery and require a small deposit with each order. It seems to me all companies making records should send every retailer printed slips each month to post in conspicuous places. It would boom sales, and the companies would be the gainer. The lists should be printed in type large enough to be easily read at a distance of ten feet. Of course the companies ought to send them gratis."

Charles E. Robertson, 4074 Laucaster avenue, is attending to the talking machine wants of West Philadelphia patrons, and has a tastefully equipped showroom. His Christmas trade was very good and regular business is increasing.

John A. Smith, Broadway near Chestnut street, is probably the largest retailer and jobber of talking machines and supplies in Camden, N. J., and handles both Edison and Victor goods. During the holiday season he showed his faith in printers' ink by taking entire page advertisements in the local newspapers, and then hired additional clerks to take care of the extra business. Mr. Smith has been honored with a number of political appointments in his resident city and is now a member of the State Democratic Executive Committee. He was a trade visitor to

New York this month, and kept his eyes open for novelties.

T. R. Goodwin, manager of the Columbia Phonograph Co.'s new Camden, N. J., branch salesroom, reports satisfactory business. The salesroom is at Broadway and Mickle streets, in the Hall Block, and at night attention is effectively called to the stand by changeable electric light signs as well as talking Columbias, which inform passersby that latest songs and compositions can be secured within. The showrooms are neatly furnished, and a number of sample phonographs are all ready to be shown visitors. Although open but a short time, sales are increasing.

Dr. H. G. Bonwill, 921 South Fifth street, Camden, N. J., has put a Victor phonograph to eminently practical use. The doctor, having a very large office practice, must see patients one at a time, and to interest waiting callers in the anteroom he sets a talking machine going with lively, entertaining airs. The result is pleasing to doctor and callers. The latter forget their impatience in "having to wait," and the doctor realizes his clients are, so far as possible, enjoying good music. An attendant changes records, etc. Dr. Bonwill's thoughtful idea is good enough to be copied by other physicians.

All the large department stores of Philadelphia now have a regular talking machine section, presided over by a competent manager. During the holidays extra advertising resulted in booming sales of records, machines and supplies. As a rule all makes of machines and supplies are handled, customers being left to choose as they please. One department store exactly doubled its sales over 1904 and intends going into the business on a larger scale than ever, having faith in its worth and permanency.

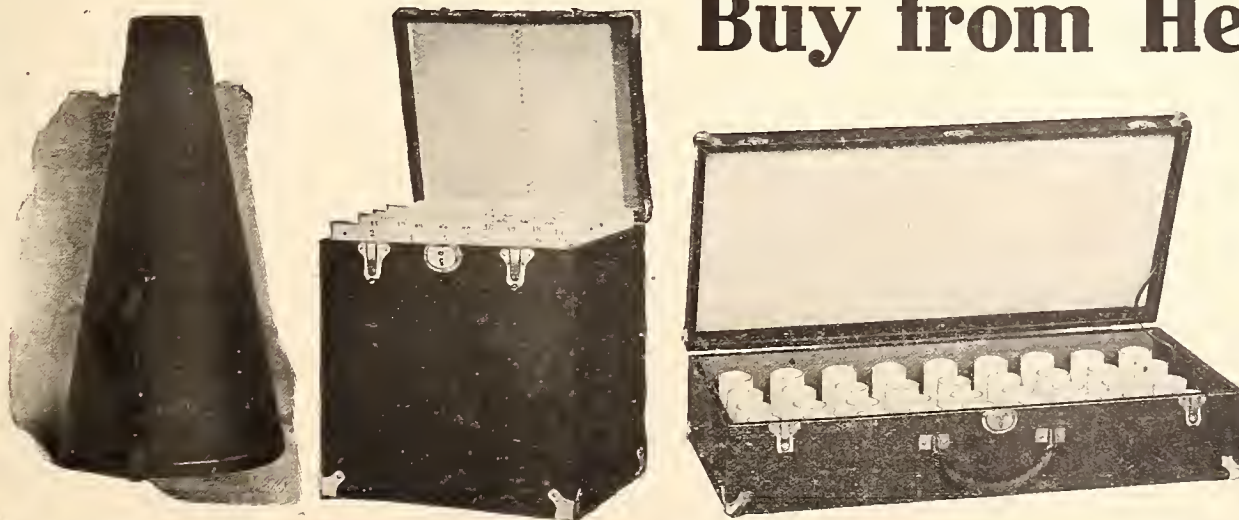
While unable to personally call at the Hawthorn & Sheble Mfg. Co.'s plant this month in time to close his letter, your correspondent ascertains from a reliable source that the works are very busy and orders in indicate a steady run for an indefinite period. The company's H. & S. sound board is meeting with great success.

A humorous "hit" of one New Year's mummer's float January 1 was a scene where "Mother" was so busy listening to a phonograph's dulcet tunes that father was en route to the divorce lawyer; baby was smashing a fine mirror, and little Willie was putting the wiuter's jam where it would do the most good.

Local jobbing houses say there are many news stands, cigar stores, and similar stands putting in small retail stocks of talking machines and supplies, showing that the demand from suburban points is growing.

William McArdle, "Envoy Extraordinary and Plenipotentiary for Indian Records," as some of the trade affectionately call him, has been making the rounds of the various "Indian" record encampments in New York State. He reports a lively interest in American records among all the "tribes" and succeeded in establishing several new "tepees" where the public may go to hear and be convinced that "music hath charms."

## Buy from Headquarters



We manufacture all styles of cases for all makes of machines. Carrying these goods in stock we can make prompt shipment. Our quality is the best—our prices are right.

Ask for our Catalogue.

**Chicago Case Mfg. Co.**

142-144 W. Washington St.,

CHICAGO



## VICTOR TRAVELERS DINE.

Enjoyable Re-union at the Hotel Majestic of the Men Who Travel.

The travelers of the Victor Talking Machine Co. were entertained at a banquet at the Hotel Majestic on the evening of Jan. 3. There was an elaborate layout, and everybody was in fine spirits, owing to the great record made during the past year, and the splendid prospects for the new. The only invited guest was H. N. McMenimen. It may be worthy of note to add that six new men have been added to the traveling department of the Victor Co. for the new year, giving them an unusually large force. We also understand that A. Williams has been appointed assistant traveling manager of this company.

## USING COMMERCIAL MACHINES.

The Travelers' Insurance Co., of Hartford, Conn., are now using commercial phonographs in their daily office work. The *modus operandi* is to dictate letters to the machine after which stenographers take the records, set the machine going and transcribe from it on the typewriter. Eleven of these machines are now in use in their New York office, and four have been installed in Hartford, largely as an experiment. Later more will be added.

## PHONOGRAPHIC ADDRESSES HEARD.

An interesting feature of the "smoker" by the Electric Club, of Cleveland, O., recently were addresses by C. F. Rush and Professor Thomson by means of a talking machine. These gentlemen were not present in person, but their addresses were keenly enjoyed by reason of the fact that during the time the talking machine was in operation the portraits of the speakers were thrown on a screen.

## MANUFACTURERS NOTIFY DEALERS.

VICTOR CO. AND DEALER'S DISCOUNT.

The sales department of the Victor Talking Machine Co., Camden, N. J., recently sent the following notice to the trade: "The 40-10 per cent. discount will still be quoted to dealers who have purchased the required \$500, or do so in the future, on all articles of the Victor line, with the exception of the staple seven, ten and twelve-inch records, which are sold at the net prices of twenty-one, forty and sixty-six and two-thirds cents, respectively. The retail dozen price remains operative only on 'Black Label' and 'Red Seal' records, and no seven, ten or twelve-inch staple records must enter into any 'dozen price' calculation. The 'per piece' price must invariably be paid for these."

PROPOSITIONS FROM THE UNIVERSAL CO.

Last week the Universal Talking Machine Manufacturing Co., in a trade circular, said: "To enable our dealers to get rid of old records they may have, we will allow seven cents for each

nine or ten-inch record if they buy one new one for each old one returned. Two seven-inch records are equal to one ten-inch record. This exchange will be discontinued February 1, 1906. For each ten-inch record you have in stock, we will furnish you a new ten-inch record for 28 cents, if ordered for delivery before January 15, 1906."

## SCIENCE MEASURES A NUISANCE.

Phonograph, Photometer and Oscillometer Tell Court of Elevated Train Annoyances.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 30, 1905.

The first use of the phonograph in court in a damage suit for noise has resulted in a verdict for the plaintiffs.

A. P. Loring, owner of the Albany Building, sued the Boston Elevated Co. for \$150,000 because trains passing around the corner of the building caused annoyance.

A phonograph was brought into court to reproduce the noise made by the trains as they passed.

A photometer was also used to show the diminution of light due to the erection of the elevated structure, and an oscillometer showed photographs of the air waves disturbed during the passing of a train.

A verdict of \$45,000 was given with interest.

## NEW SCHEME TO WIN PENNIES.

Phonograph men propose to put a novelty on Chicago's streets next summer to compete with the hand organ and "piano" in penny-getting. A large phonograph mounted on a small cart will add to the din of the residence districts, playing popular airs, by band, orchestra and human voice. Monologues of the usual insufferable variety will also be ground out. It will take two Italians to operate this instrument, one to extend the open palm and the other to adjust the records.

## FOREIGN CALL FOR "INDIAN" RECORDS.

Foreign business for "Indian Records" manufactured by the American Record Co., was unusually large during the month of December. Orders have been received from all the important centers of foreign trade, and large shipments of the Blue records have been made. Excellent connections have been established with Australia, New Zealand, South Africa, Brazil, India and throughout the Continent of Europe. Mr. J. O. Prescott, manager of the export department, states that they have been shipping in the neighborhood of 8,000 records weekly to London.

J. Charles Groshut, general manager, was recently elected secretary of the Edwin A. Denham Co., Inc., importers of talking machines and novelties, 31 Barclay street, New York. His new honors are in recognition of his excellent business judgment, industry and success in handling the company's affairs.

## TRADE NOTES FROM PACIFIC COAST.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 6, 1906.

The business in talking machines and records was especially large during the month of December, the talking machine playing a prominent role with Santa Claus this year. However, the trade experiences a relapse just now, and this will no doubt continue for several weeks to come.

Sherman, Clay & Co. had fixed up a very handsome window display in Victor talking machines. Records and machines surrounded a very neat model of "His Master's Voice." The entire scene was tastefully enclosed by a winter scene.

Some of the newspapers are still continuing the subscription contest idea by giving a talking machine free with every subscription.

The department stores have done an especially big business during the past month in talking machines. Sherman, Clay & Co. report that the orders from these department stores were simply enormous.

## EDISON GRAND OPERA RECORDS.

The first bulletin ("Supplement A") of the new Grand Opera records issued by the National Phonograph Co. for February, 1906, is as follows:

- By Heinrich Knote, Baritone.  
B. 1—Höchstes Vertrauen ("All confidence thou ow'st me.") "Lohengrin" ..... Wagner  
Sung in German. Orchestra accompaniment.  
By Andreas Dippel, Tenor.  
B. 2—"Ach, So Fromm" ("None so rare.")  
"Martha," ..... Flotow  
Sung in German. Orchestra accompaniment.  
By Gustave Berl Resky, Baritone.  
B. 3—"Di Provenza il Mar," ("Hath thy home in fair Provence.") "La Traviata" ..... Verdi  
Sung in Italian. Orchestra accompaniment.  
By Florencio Constantino, Tenor.  
B. 4—"La Donna è Mobile" ("Fair woman is fickle")  
"Rigoletto" ..... Verdi  
Sung in Italian. Orchestra accompaniment.  
By Antonio Scotti.  
B. 5—"Vi Ravviso, O Luoghi Amati" ("Oh, remembrance of scenes long vanished") "La Sonnambula," ..... Bellini  
Sung in Italian. Orchestra accompaniment.  
By Scarpay Resky, Soprano.  
B. 6—Aria, "Suicidio" ("The Suicide Song") "La Gioconda" ..... Ponchielli  
Sung in Italian. Orchestra accompaniment.  
By Romeo Berti, Tenor.  
B. 7—Arioso "Pagliacci" ..... Leoncavallo  
Sung in Italian. Orchestra accompaniment.  
By Signor and Signora Resky.  
B. 8—Duet, "La Favorita" ..... Donizetti  
Sung in Italian. Orchestra accompaniment.  
By Anton von Rooy, Baritone.  
B. 9—"O Kehr Zurück" ("O, brother, come.")  
"Tannhauser" ..... Wagner  
Sung in German. Orchestra accompaniment.  
By Anton van Rooy, Baritone.  
B. 10—"Chanson du Toreador" ("Toreador's Song")  
"Carmen" ..... Bizet  
Sung in French. Orchestra accompaniment.

## FRED. C. MACLEAN RETIRES.

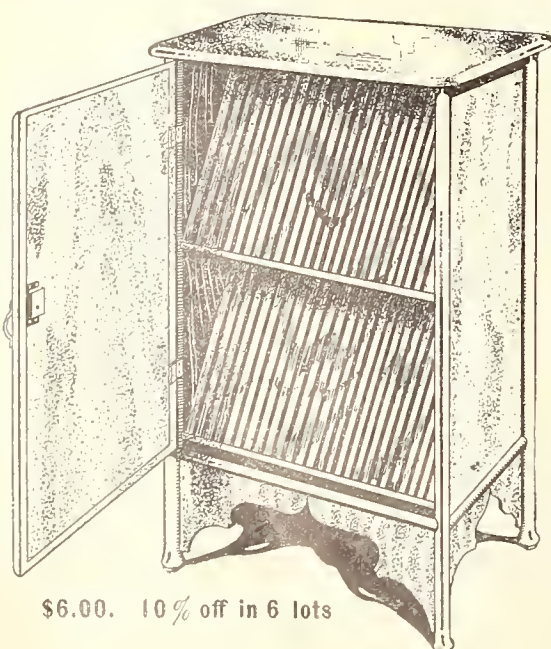
Frederic C. MacLean, one of the best-known travelers east, is no longer with the Douglas Phonograph Co., New York, the connection ceasing with the close of the year. "Mac" speaks of going into the stock brokerage business on his own account, a step along the primrose path of wealth getting, which he is enabled to take through a handsome legacy of an esteemed relative deceased.

## AN ACCEPTABLE SANTA CLAUS.

John (Casey) Kaiser, of the Douglas Phonograph Co., made an acceptable Santa Claus at the Christmas distribution of gifts to the scholars of Calvary Church, when 400 were present. He used his best record making voice, and was voted a big success.

When A. L. Irish, president of the Talk-o-phone Co., Toledo, O., was in New York last week, and after a careful survey of the situation, he concluded to retain their present branch house at 244 West 23d street. Manager Reed, one of the princes of the business, will have the interior rearranged and repartitioned, so as to meet the requirements for offices and warerooms.

The Rogers Specialty Co. was incorporated with the Secretary of the State at Albany on December 8, for the purpose of handling phonographs and other specialties in that line, with a capital of \$4,000. Directors: G. M. Rogers, L. V. Wildman and Mary A. Rogers, all of this city.



\$6.00. 10% off in 6 lots

## BETTINI PHONOGRAPH CO.

LIMITED

THE MOST CENTRALLY LOCATED  
JOBBER'S OF

**All Phonographs, Supplies and  
Accessories.**

156 West 23d St., Adjoining 6th Ave., NEW YORK  
Telephone, 3173 Chelsea.

### NOTE THE FOLLOWING STORES:

J. DIEHM, 490 Myrtle Ave., Brooklyn.  
F. A. BAKER, 1080 Bedford Ave., Brooklyn.  
SOL LAZARUS, 1058 First Ave. and 1428 First Ave., New York City.  
J. J. DOYLE, 152 Montgomery St., Jersey City.  
WARNER & SETTANNI, 1372 Broadway, Brooklyn.  
F. G. LOEFFLER, 245 Bergenline Ave., Union Hill, N. J.; also 370 Central Ave., Jersey City, N. J.  
B. G. WARNER, 117 Court St., and 1213 Bedford Ave., Brooklyn.  
P. SETTANNI, 1836 Fulton St., Brooklyn.





If a man should come along and ask permission to give you twenty-five dollars in exchange for ten dollars, you would think he was crazy; but you would jump at the chance, provided the money was good.

This is about what we are offering you, Mr. Dealer, when it is simmered down to the real facts.

The PEERLESS COIN OPERATED PIANO is the Highest Type of Perfection.

It is the Automatic Piano which can be safely trusted far away from a repair shop. This fact is of vital importance to every automatic piano user. Let us prove it.

A Peerless Coin Operated Piano placed in a Cafe or a Hotel will not only draw crowds of people, but it will more than pay for itself in a short time, and net the owner a handsome dividend thereafter.



STYLE D.

That is how to change music into dollars.

**Highest Awards**

**Gold Medals.**

**Buffalo, 1901.**

**St. Louis, 1904.**

**Portland, 1905.**



STYLE 44.

# ROTH & ENGELHARDT

(Props. Peerless Piano Player Co.)

WINDSOR ARCADE

FIFTH AVENUE

NEW YORK



# Edison Grand Opera Records

WITH the issuance of the *Grand Opera Records* for the EDISON PHONOGRAPH the chain of strong selling features that has made the Edison Goods so deservedly and pre-eminently popular is materially strengthened. Ten numbers of the *Grand Opera Records* are ready now. *Sigs. Scotti, Dippel, Knoté, Van Rooy* and other famous stars of the Metropolitan Opera Company, together with eminent artists abroad, have contributed their services. All the sweetness, power and purity of tone characteristic of these peerless voices have been faithfully reproduced by our Gold Moulded Process. *Edison Grand Opera Records* are unequalled—yet they will be given to the public at **75c.** each—a price that is within the reach of all, and that will insure an exceptionally wide sale.

This low price, in addition to guaranteeing a volume of sales, will enable every dealer to carry a large stock, thus meeting the certain demand and securing the maximum sales, without tying up too much capital.

We want to impress on you the necessity of placing an early order for a generous line of *Grand Opera Records*. These records will be extensively advertised in the leading magazines and newspapers appearing in February and March, and every Phonograph owner, and every owner of talking machines using cylindrical records, will be interested. An individual announcement in your local newspaper would be very profitable. Order today.

**National Phonograph Co.,** 54 LAKESIDE AVE.  
ORANGE, N. J.

31 Union Square, New York

304 Wabash Avenue, Chicago, Ill.

## FOLLOWING ARE THE JOBBERS IN EDISON GOODS IN THE UNITED STATES AND CANADA.

Albany, N. Y.—Finch & Hahn.	Fitchburg, Mass.—Iver Johnson Sporting Goods Co.	New Castle, Pa.—W. C. De Foreest & Son.	Quincy, Ill.—Quincy Phonograph Co.
Allegheny, Pa.—Henry Braun.	Fort Dodge, Iowa—Early Music House.	New Haven—Pardee-Ellenberger Co.	Reading, Pa.—Reading Phonograph Co.
Allentown, Pa.—G. C. Aschbach.	Fort Worth, Texas—Cummings, Shepherd & Co.	New York City—Bettini Phonograph Co., Blackman Talking Machine Co., J. F. Blackman & Son, Sol Bloom, I. Davega, Jr., S. B. Davega, Douglas Phonograph Co., H. S. Gordon, Harry Jackson, Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker, Alfred Weiss.	Richmond—Magruder & Co.
Atlanta, Ga.—Atlanta Phono Co., Philips & Crew Co.	Gloversville, N. Y.—American Phono. Co.	New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.	Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.
Baltimore—E. F. Droop & Sons Co.	Harrisburg—S. K. Hamburger.	Omaha—Omaha Bicycle Co., Neb. Cycle Co.	San Antonio, Tex.—H. C. Rees Optical Co.
Bangor, Me.—S. L. Crosby Co.	Helena, Mont.—Frank Buser.	Oswego, N. Y.—Frank E. Bolway.	San Francisco—Peter Bacigalupi.
Birmingham—The Talking Machine Co.	Houston—Texas Phono. Co.	Paterson, N. J.—James K. O'Dea.	Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Boston—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Spg. Gds. Co., C. E. Osgood Co., Read & Read.	Hoboken, N. J.—Eclipse Phonograph Co.	Pawtucket—Pawtucket Furniture Co.	Scranton—Ackerman & Co., Technical Supply Co.
Brooklyn—A. D. Matthews' Sons, Price Phono. Co.	Indianapolis—Indiana Phono. Co., Kipp Bros. Co., A. B. Wahl & Co.	Peoria, Ill.—Peoria Phonograph Co.	Seattle, Wash.—D. S. Johnston Co.
Buffalo—P. A. Powers.	Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co.	Philadelphia—C. J. Heppe & Son, Lit Bros., Penn. Phonograph Co., John Wanamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.	Spokane, Wash.—Spokane Phono. Co.
Canton, O.—Klein & Heffelman Co.	Kingston, N. Y.—Forsyth & Davis.	Pittsburg—Theo. F. Rentel Co., Inc., H. Kleber & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Talking Machine Co.	Springfield, Mass.—Flint & Brickett Co.
Chicago—James I. Lyons, Talk. Mach. Co., The Vim Co., Montgomery Ward & Co., Rudolph Wurlitzer Co., Babson Bros., Lyon & Healy.	Knoxville—Knoxville Typewriter and Phono. Co.	Portland, Me.—W. H. Ross & Son.	St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T. M. Co.
Cincinnati—Hlsen & Co., Rudolph Wurlitzer Co.	Lafayette, Ind.—A. B. Wahl & Co.	Portland, Ore.—Graves & Co.	St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Minnesota Phono. Co.
Cleveland—Eclipse Musical Co.	Lincoln, Neb.—H. E. Sidles Cycle Co.	Poughkeepsie, N. Y.—Price Phono. Co.	Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.
Columbus—Perry B. Whitsit Co.	Louisville—C. A. Ray.	Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood & Co.	Troy, N. Y.—Finch & Hahn.
Dallas—Southern Talking Mach. Co.	Lowell, Mass.—Thos. Wardell.		Utica—Clark-Horrocks Co., Arthur F. Ferriss, William Harrison, Utica Cycle Co.
Dayton, O.—Niehaus & Dohse.	Memphis—F. M. Atwood, O. K. Houck Piano Co.		Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.
Denver—Denver Dry Goods Co., Hext Music Co.	Middletown, Conn.—Caulkins & Post Co.		Waycross, Ga.—Geo. R. Youmans.
Elmira, N. Y.—The Vim Co., Hopkins Bros. Co.	Milwaukee—McGreal Bros.		Williamsport, Pa.—W. A. Myers.
El Paso, Tex.—W. G. Walz Co.	Minneapolis—Thomas C. Hough.		Winnipeg—R. S. Williams & Sons Co., Ltd.
	Mobile, Ala.—W. H. Reynolds.		Worcester, Mass.—Iver Johnson Sporting Goods Co.
	Montgomery, Ala.—R. L. Penick.		
	Nashville—Nashville Talk. Mach. Co., Magruder & Co.		
	Newark, N. J.—A. O. Petit, Douglas Phono. Co.		
	Newark, O.—Ball-Fintze Co.		
	New Bedford, Mass.—Household Furnishing Co.		



# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, February 15, 1906.

## THIS IS IT

**T**HE life of Arcades  
**H**OLDS the trade in  
Cafes  
**E**ASILY increases your  
receipts  
**R**IGHT Player, right  
price  
**E**STABLISHES trade  
wherever placed  
**G**UARANTEED income  
for the speculator  
**A**TTRACTS and holds  
attention anywhere  
**L**IMIT to its earnings  
never reached.



Regal Automatic 65-Note Piano Player.

**THE REGAL PIANO AND PLAYER CO.**  
891 Southern Boulevard, NEW YORK



# “KEEPING EVERLASTINGLY AT IT BRINGS SUCCESS”


and “A Satisfied Customer  
is the Best Advertisement”

The above well known and oft repeated maxims represent the entire scale of business success.

**Everlastingly At It** We are never satisfied with results and are constantly experimenting with new ideas, adopting later methods and effecting changes that show decided improvements.

**Success** Is spelled with a big S when it is used in conjunction with American Records. On the market less than two years, we have made a reputation for merit and superiority of product.

**Satisfied Customers** We are daily in receipt of letters from our customers praising our business methods. It is our constant aim to make our business relations mutually profitable.



**WE WIN WITH  
INDIAN  
RECORDS**

**To Our Jobbers and Dealers:**  
We are prepared to furnish, on application, free of charge, a number of artistic cuts and designs that can be used in a two column newspaper or half page space in magazine, for the purpose of advertising "Indian Records" locally.

**THIS IS CUT NUMBER 1**  
and is characteristic of the series.  
**WRITE FOR FURTHER INFORMATION.**

*We have hit the Bull's Eye*

Elsewhere in this issue you will find complete list of records on Bulletin No. 2—our latest selections.

## THE HIT OF THE SEASON

10 Inch Record, "Wait 'Til the Sun Shines, Nellie," No. 031299 and No. 166 in the 7 Inch. This record promises to eclipse the phenomenal sale of "In the Shade of the Old Apple Tree."

*Write for Catalogue E, Just Issued.*

# AMERICAN RECORD CO.

HAWTHORNE, SHEBLE & PRESCOTT, Sales Mgrs.

SPRINGFIELD, MASS.



# The Talking Machine World

Vol. 2. No. 2.

New York, February 15, 1906.

Price Ten Cents

## BIG FREIGHT REDUCTIONS.

**Talking Machine Men Will be Glad to Know That the Railroads Have Conceded Important Reductions in Freight Rates—The New Tariff Will be Operative After April 1—Splendid Results Accomplished by Well Known Trade Representatives.**

Talking machine men everywhere will be interested to learn of a change in the freight tariff which will go into effect on and after April 1.

There has been for some time a desire on the part of some of the manufacturers to secure a reclassification for talking machines, and through their efforts they have succeeded in bringing about a new condition, so that after the first of April there will be but one classification for talking machines and records throughout the United States and Canada, this being a reduction from one-and-one-half first to first classification in less than carload lots and to third class in carload lots. This decision was reached on Thursday, the 8th inst.

This new decision will be hailed with delight by talking machine men, for it will mean a large saving to them annually. The dealers on the Pacific slope will particularly benefit under the new tariff. The history of the move for re-adjustment of tariff began some three years ago, when George W. Lyle, now general manager of the Columbia Phonograph Co., then stationed in Chicago as manager of the Chicago office of said company, was impressed with the fact that a great deal of profitable business throughout the West was lost because of the almost prohibitive freight rate, talking machines and records being classified in the Western Association as double first, whereas in the official (or Eastern), and the Southern the classification was but first.

After studying the matter carefully, he considered it of sufficient importance to warrant his attending the annual meeting of the Classification Committee, which was held that year in July at Charlevoix, Mich. An argument was made before the committee, sample machines and records shown, and it was quite evident that the high classification was due to the general opinion of the committee that talking machines were a novelty and a fad, with very large profit to the manufacturer, and that the railroads should be allowed to share in such general profit. This false impression, as well as others equally erroneous, were argued against in full, and upon a vote being taken by the full committee, a concession was made in that the classification on records was reduced from double first to one-and-one-half first, classification on machines not being changed.

While this was a move in the right direction, it was by no means satisfactory, especially in view of the fact that all other classification committees gave a much lower classification, and at the next annual meeting, at a cost of considerable time and money, the matter was again brought before the committee, sample machines and records shown, reductions in list-prices quoted, and the matter once more fully argued, the result being a further move in the right direction in that the classification on machines was reduced to one-and-one-half first. This was by no means satisfactory. It was, however, a move in the right direction, and last summer the matter was again taken up; this time the other companies joining with the Columbia in filing applications for a reduction, Mr. Lyle appearing before the committee as general manager of the Columbia Phonograph Co., ably assisted by George M. Nisbett, manager of the Chicago branch of the National Phonograph Co. At this meeting full particulars were again given relative to the loss of business because of the excessive classification and all other matters fully discussed which were of importance, but to the surprise of all interested, an adverse vote

was taken and no change made in the classification.

The talking machine men, however, were not to be discouraged, and the next move which was made was the securing of a special commodity rate to far western points.

This was such an entering wedge that it was decided by all the talking machine companies to make further application at the meeting of the Western Classification Committee, held in Los Angeles, Cal., on the 16th of January last, this meeting being attended in person by G. M. Nisbett and F. A. Voullaire, representing the National Phonograph Co., and Geo. W. Lyle, representing the Columbia Co.

The matter was fully argued there by Mr. Nisbett, representing the National Phonograph Co., and discussed fully with the individual members of the committee when the meetings were not in session, and as a direct result the application for a reduction was approved by the committee, a vote taken, and the desired rating extended, the same to be effective April 1.

Certainly splendid results have been accomplished by the representatives of these companies, who have so successfully won out with the officials of the various railroads, and the thanks of the entire trade will go out in grateful acknowledgment to the men who showed such determination to carry the matter through. The new conditions go a step further, too—they explode completely the old theory that the talking machine is but a toy and a fad, which would have but an ephemeral existence. Its position is established as one of the commercial products of this country, which can no longer be unjustly discriminated against by the railroad companies.

## TO FOUND UNIQUE UNIVERSITY.

**A Heidelberg Professor Plans to Use the Talking Machine in Giving Lectures in the University Which He Is to Establish in Columbus, O.—The Advantages of Having Instruction Repeated at Any Time.**

(Special to The Talking Machine World.)

Columbus, O., Feb. 10, 1906.

Should the intentions of Dr. William Alexander, late of Heidelberg, Germany, but more recently of New York, be carried out Columbus will be the seat of the most unique college in the world.

Dr. Alexander was the guest of a prominent business man in Columbus recently, and it is asserted that during that time the preliminary arrangements for the organization of a corporation to revolutionize the methods of disseminating knowledge were made.

It was with the utmost reluctance that the doctor talked about the proposed college, but he finally expressed himself as follows:

"We will utilize the phonograph in our work, and by this means students in different parts of the world can have the same opportunities at home that are now afforded by the best colleges, aside from the hazing and rowdyism features.

"Only instructors of the first grade of ability will be employed, and Europe and America will be drained of their greatest scholars and investigators in science to equip our college.

"These will deliver lectures and make demonstrations each day just as is done in any regular college, but these lectures will be reproduced on phonographic records as many times as is necessary.

"Our teachers of languages will be natives of the countries in which these languages are spoken. Thus the student will have the benefit of the accent, which so many teachers of languages lack.

"We will begin with sixty instructors, many of whom have been engaged, and this number will be increased as circumstances may demand.

"Classes of not less than fifty will be formed all over the world. They will erect buildings for our laboratories, etc., which will be on a par with those of any college in the world. Then our classes must be organized, and we will seek to employ such protection as we may for our plan of education in all of the civilized countries."

Mr. Alexander is a native of Ohio, but has spent the greatest part of his life in the universities and colleges of Europe.

## NEW SAN FRANCISCO CONCERN

**Incorporated for the Purpose of Selling Talking Machines Throughout the Great Northwest—C. E. Brown to go East—Other News.**

(Special to the Talking Machine World.)

San Francisco, Cal., Feb. 7, 1906.

The Tealon Talking Machine Co. has been incorporated under the laws of California with headquarters in this city, although the principal operations of the company will be in Western Washington and in western Montana and Idaho. The officers are: Chas. E. Brown, of the Talk-o-phone Co., president; E. N. Clintsman, manager of the wholesale small goods department for Kohler & Chase, vice-president; C. H. Carder, secretary, and D. S. Markowitz, general manager. The new concern will handle talking machines and supplies of all kinds, but particularly the Talk-o-phone and Zonophone records. The first store to be opened will be in Spokane, Wash., and a store is being fitted up there which will be ready for occupancy in a few days. This concern is destined to play quite a part in the further development of the talking machine business throughout the Northwest. Its capital is \$10,000.

The Talk-o-phone Co. reports an elegant business. C. E. Brown, just returned from Los Angeles and San Diego, where he closed two very large newspaper talking machine subscription deals. He left last Saturday for Portland, Tacoma, Seattle, Spokane, Helena and Salt Lake City, and will be gone about three weeks. In all of the above-mentioned towns he will make the newspaper subscription talking machine deals, which is his discovery. He intends to operate these plans on a large scale.

It is learned here that Mr. Brown will leave for the East on May 1, to personally conduct newspaper talking machine schemes similar to those which are now conducted by him here.

Kohler & Chase are doing an excellent business with the talking machine subscription contest which Mr. Brown started here.

Charles Francis Jones, of Leeds & Catlin, of New York, was in San Francisco during the past week in the interests of the Imperial records. Mr. Jones has enjoyed his visit very much during his stay, having been shown all points of interest in Mr. Brown's auto car.

Dealers will be gratified to learn that the freight rates on machines have been reduced.

## PLAYS ON THE EMOTIONS.

At the recent meeting of the Socialists held in Baltimore to commemorate the anniversary of the Red Sunday, which is so-called because of the slaughter on the streets of St. Petersburg of the peasant men and women who were making a personal petition to the czar, a great talking machine mounted on the stage playing the "Marseillaise" and other revolutionary airs, supplemented by much impassioned oratory, aroused the vast audience to such a high pitch that money and jewelry were thrown on the stage to help their brethren in Russia.

H. C. Mehden, 145 Amsterdam avenue, New York, has one of the prettiest and best-equipped talking machine stores in the city. He is carrying a very choice stock and is building up a very excellent business.



## A CAPITAL "FOLLOW UP" LETTER.

That Will be Found Handy for Dealers Who Wish to Reach People Not Personally Accessible.

Very frequently dealers are given the names of prospective buyers who may not be personally accessible owing to their living in the country, and therefore a letter with "pulling" power is the next best thing. One used by the McKenzie Bank Safe Co., Harrisburg, Pa., is such an excellent form that it is reproduced below for the benefit of those who may want to write a letter of the same kind, as it can be varied to suit any line of goods, as follows:

"We received a letter this morning from the \_\_\_\_\_, advising us of your inquiry in reference to a \_\_\_\_\_ talking machine or \_\_\_\_\_ records. The company appreciate the courtesy of your communication and advised us to treat you in a way that would add another happy customer to their long list of patrons throughout the United States and the world. Our store is at 28 South Fourth street, Harrisburg, Pa., very close to the Pennsylvania depot, also the Chestnut Street Market, so that it is very convenient, should you make a call to our city. Or we shall take great pleasure in sending you \_\_\_\_\_ talking machine and a two or three dozen record case, filled or partly so, with any of the famous \_\_\_\_\_ records that may please you, you to send us a list either by name of piece or by number.

"If you choose to state your preference as to song, spoken pieces or band music, we will be pleased to pick you out a small collection, which we know will give you entire satisfaction. We will send these to the nearest express or railroad depot, not asking you for any money until the goods reach you, so that you may not be deprived of the pleasure which the great singers and bright lights of our country afford you, which is practically an up-to-date theatre at your own home. We don't think anything better

could be invested which would afford you and your numerous friends as much pleasure as a \_\_\_\_\_outfit, to which you can add the best records produced by this great company, monthly, as they come out. This you can accomplish by placing an order with us to send you each month a certain number of records that are in line with your own good taste. Thanking you for your order in advance, and trusting to be favored with your valued patronage, and a call at our establishment when in our city, we beg to remain."

## TALKING MACHINE'S LATEST PUPILS.

In one of the strangest schools in the world a new roster of pupils has recently been matriculated. These pupils are parrots—twenty in number—forming the nucleus of a class from which a woman trainer in Philadelphia expects to realize many hundreds of dollars next Christmas, when all the birds have become proficient talkers.

There is nothing novel in this. The unique feature of the plan is that she trains the birds to speech and song by means of the talking machine.

This idea originated with Mrs. Jacob Hope. A parrot without conversational ability is worth \$10 or \$15. One that has an entertaining number of phrases at its command will bring from \$100 to \$150.

There is money, Mrs. Hope believes, in teaching parrots to talk. Her ambition is to make money, and in teaching her feathered pupils she regards the talking machine as the best educational agency.

## AN IRON THROAT NEEDED.

Excepting those familiar with the difficulties of record making, know the trouble and expense involved. When in Milwaukee recently, Arthur Collins, the famous baritone, who couples up with Byron G. Harlan, the tenor, said, when asked how many records he and Mr. Harlan had made: "Millions of them. I have

been in the business eight years and Mr. Harlan has been at it five or six. There are not many people who make a success of it, owing to the fact that it requires an iron throat, powerful lungs and a peculiar singing voice. Then, care must be given to the most minute details and every word has to be pronounced distinctly, with every vowel and consonant accurately enunciated. In New York we have an orchestra assisting and no record is sent out unless it is absolutely perfect. A mispronounced word or a hlast throws the record out."

## AN INTERESTING NOVELTY

Is the Phonograph Watch Which Speaks the Time—Will be Introduced to the American Market at an Early Date.

"The latest novelty in Paris," said an importer who has just returned from Europe, "is the phonograph watch. It is the newest and, to me, the most interesting application of the principle of the disc talking machine.

"The watch is the size of an ordinary pocket time-piece, but instead of a dial it has a disk that revolves rapidly when you press the stem, and in place of hands an arm carrying a needle-point such as is used on the transmitter of an ordinary talking machine. The case, when opened, forms an ear-piece. When you place the watch to your ear and press the stem, the disc revolves, the needle is thrown into contact, and the watch literally tells you the time, repeating the hour and minute as long as the pressure on the stem continues.

"For use in the dark the new watch has a decided utility, to say nothing of being a fascinating novelty. Paris was wild over them when I was there. They sell for from 25 francs in nickel cases, up to 150 francs in gold. The discs in use only repeat the hours in French, but I arranged to have a quantity made to tell time in English, repeating the hours myself for the 'master record,' and will have them on the American market next season as a Christmas novelty."

## Do You Use Our Needles?

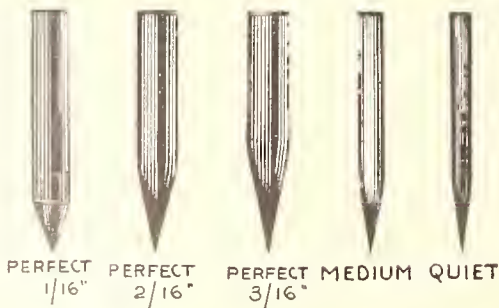
**NO MATTER** what make you are using  
from whom you buy  
how good the needle  
how cheap the price

**YOU ARE NOT GETTING AS GOOD A  
NEEDLE AS WE FURNISH**

WE DO NOT HANDLE INFERIOR GOODS  
OUR NEEDLES ARE THE BEST MONEY CAN BUY  
OUR PRICES ARE LOW—FOR GOOD NEEDLES

**TRY OURS AND YOU WILL USE NO OTHER**

Samples  
Furnished  
at  
30c.  
per M



Special  
Prices  
on  
Large  
Quantities

THE ADJUSTABLE  
SOUND BOX

SHOULD BE ON ALL YOUR MACHINES

**IT**

HAS A 2 INCH DIAPHRAGM  
IS ADJUSTABLE

GIVING ANY REQUIRED TONE  
CARRIES HIGH TONES MOST PERFECTLY  
ENUNCIATES MOST DISTINCTLY  
GIVES A NATURAL TONE  
IS NOT HARD ON THE RECORDS  
IS THE BEST YOU EVER HEARD

**MADE FOR VICTOR-TAPER-ARM ONLY  
PRICE, \$5.00**

Regular Victor Discount to Distributor and Dealers.  
Sent Upon Receipt of Price

IF NOT SATISFACTORY MONEY WILL BE REFUNDED  
Write for Full Particulars

**AMERICAN TALKING MACHINE COMPANY**

586 FULTON STREET (BROOKLYN), N. Y. CITY

LARGEST TALKING MACHINE HOUSE IN THE CITY.



## TALKING MACHINE NEWS FROM THE WEST.

Trade, Both Wholesale and Retail, Is Satisfactory—John Rogers Joins Lyons House—A. D. Geissler Takes Management of Talking Machine Co., Succeeding F. K. Babson—Improvements at National Phonograph Co.—Zon-o-phone With Healy Music Co.—20th Century Graphophone for Winter Park Concerts—Lyon & Healy Victor Record Plans—New Hawthorne-Sheble Co. Quarters—The News of the Month in Detail.

Telephones: { Central 414.  
                  { Automatic 8643.

World Office:  
195-197 Wabash Ave.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 10, 1906.

Trade is of good dimensions both in a retail and wholesale way. The dealers have their troubles in the difficulty experienced in getting goods as needed from the factories, and no one can give any hope that the congestion can be relieved in the near future. And that's the worst of it.

John Rogers, of the Knoxville Typewriter and Phonograph Co., Knoxville, Tenn., has come to Chicago for a couple of months or so and is helping out James I. Lyons, the well-known talking machine jobber, who is simply swamped with the details of his large business, and who gladly welcomed the temporary assistance of an experienced hand. Mr. Rogers explained the arrangement by saying that while his firm are confining themselves entirely to the retail business, they have long thought of branching out in the jobbing business, and the opportunity of entering the Lyons jobbing house for a while was one not to be declined on account of the valuable knowledge he would gain. Mr. Rogers says that the talking machine business is developing with remarkable rapidity in the South, and that the talking machine is winning even greater prestige there than in the North. His firm alone put out 3,000 machines in Knoxville last year. All cylinder machines. It's a cylinder town. There are now 4,000 cylinder machines in Knoxville and just fifteen disc machines. On the other hand, Memphis and Nashville, in the same State, are distinctly disc towns. Mr. Rogers' company handle the Columbia and the Edison goods.

Arthur D. Geissler, son of L. F. Geissler, general manager of the Victor Talking Machine Co., has been made manager of the Talking Machine Co., of this city, one of the largest, if not the largest, distributors of Victor goods in the country. Mr. Geissler arrived in Chicago on Monday of this week to assume his new position. He was greatly pleased with the shape he found the business in. "My predecessor, F. K. Babson, leaves me a magnificent business and a splendidly organized force," said Mr. Geissler. "Naturally I am going to devote my attention principally to the wholesale end of the business, our retail business being distinctly a side issue. The Talking Machine Co. is now an exclusive Victor distributor, but to counteract any false impression which may have gained currency, I want to say that we are simply like any other jobber, buy our goods in the same way, and get no concession or privilege that is not given to other Victor jobbers." Mr. Geissler is well pleased with Chicago. He is a man of pleasing personality, and is gifted with a physique which tells of vast stores of energy. He is a man of long experience in the talking machine business, having had charge of the wholesale small goods and talking machines for Sherman, Clay & Co. for several years prior to going to New York to accept a position with the Victor Co., which he relinquished to come to Chicago.

Changes are still being made at the Chicago headquarters of the National Phonograph Co. New record rooms are being installed for the benefit of visiting Edison jobbers, and other improvements are in progress. Manager Nisbett is expected home from the coast about Feb. 15.

Lyon & Healy have hit upon the expedient of ordering a number of Victor records in advance of their general delivery to the trade. For instance, dealers who are willing to trust to Manager Goodwin's selection can now obtain some of the finest numbers in the March list. It's quite an innovation, one that requires nerve, as it means the ordering of large quantities of records in advance. Mr. Goodwin, by the way,

is now spending a week or so with Paul Healy and R. B. Gregory at the famous Muldoon "Muscle Farm" in New York State.

The Healy Music Co. have secured the agency for the Zonophone Co.'s machines and records, and will handle them in a jobbing as well as retail way. Mr. Faber, who will have charge of the department, is very enthusiastic regarding the move, and Ray Healy looks wise when he speaks of it, as much as to say that the talking machine world is about to witness something very much like a comet athwart the horizon. The Healy Co. will, by the way, move next May into the store now occupied by the Rudolph Wurlitzer Co., at 298-300 Wabash avenue, when the Wurlitzer Co. will move to their recently acquired building at 266-268 Wabash avenue.

The Columbia Phonograph Co., Chicago branch, has recently made a contract whereby the Twentieth Century graphophone will be used for the inside winter concerts at ten of the Chicago parks in lieu of the orchestras which have been used heretofore. It is certainly a triumph for the Twentieth Century, and a use for the machine which dealers in other cities may well make a note of.

O. W. Eckland & Co., 128 Dearborn street, Chicago, have some excellent schemes for increasing the sales of talking machines which dealers would do well to investigate.

The Chicago offices of the American Graphophone Co. and the Hawthorne-Sheble Mfg. Co., have been moved to larger quarters on the second floor of the Adams Express Co. building, 185 Dearborn street. Manager Noyes says that business is excellent.

## GIVE OLDER TITLES A BETTER SHOW.

Too many dealers and too many of their salesmen are making the mistake of playing only the latest records issued when the purchaser of a phonograph is endeavoring for the first time to make up a selection of suitable records, remarks Edison Phonograph Monthly. To the salesman who has heard all of the older numbers it is quite natural that the new list is the most attractive, and a purchaser who makes up his selection from them gets a lot of well-made and varied selections. On the other hand,

the older numbers include hundreds of desirable selections, many of which would be preferred by the purchaser if he knew that they could be had.

Many a dealer carries on his shelves for months excellent records from every standpoint, and records that would find a ready sale, simply because it does not occur to him to play them for customers. In this way he puts down many records as being slow sellers when really they are only slow because he does not give them the same chance that he does the later titles. Then, too, many dealers would be able to dispose of many of their apparently slow-selling records, if they would make more of an effort to put them forward and play the later ones only when asked for. Every dealer should make an inventory of his stock at intervals to ascertain how many of the apparently slow sellers he has on hand and play these frequently. He will be surprised to find how many of them he can sell.

## J. W. BINDER TAKES CHARGE

Of the Columbia Graphophone Co.'s Commercial Graphophone Department—A Valuable Acquisition.

The latest development in talking machine circles in this city has been the creation by the Columbia Phonograph Co. of a commercial graphophone department. The growth of this branch of the company's business during the past year has been so rapid that the creation of this special department was an absolute necessity.

In casting about for a suitable man to head the new department, the choice fell upon J. W. Binder, who for nearly two years past has been in charge of the commercial business in Pittsburgh. The head office of the new department has been located at the company's executive offices at 90 West Broadway, and Mr. Binder assumed his new duties on the first of February.

Prior to entering the employ of the Columbia Phonograph Co., Mr. Binder had for a term of years been connected with the Philadelphia Press and he brings to his present position the energy and activity of a successful salesman and a thorough knowledge of, as well as an enthusiastic belief in, the commercial graphophone.

A. Haug, superintendent of the Universal Talking Machine Mfg. Co.'s factory, who underwent a capital operation at the hospital, returned to his home last Thursday after a confinement of three weeks. He expects to resume his position shortly. His many friends in the trade will be glad to hear of his rapid recovery and restoration to health.



*A Line That  
Goes Well  
With Talking  
Machines*

Write for Catalogue  
and Prices

**JACOT**  
Music Box Co.  
39 Union Sq., New York



## GROWING FACTOR IN BUSINESS

Is the Talking Machine, Which Is Fast Supplanting the Ordinary Stenographers Who Are Ill-Trained—Old Method of Dictation Too Slow for Modern Affairs—Talking Machines First Used to Report Congressional Debates—How the Business Men Employed the Machine—Valuable in Court Reporting—Probable Effect on Women Workers.

The application of machinery to business has become one of the most important, perhaps the most important, of latter-day innovations. Not only has the volume of business been vastly increased, but new classes of workers have been called into action. The introduction of the typewriter meant more to the great waiting army of women toilers than the discovery of gold in the Klondike meant to its army of miners. The woman typist and the woman stenographer really were the pioneer business women. They opened the way for countless other women in countless business positions. It was through the typewriter that women began to develop their latent capacity for affairs. It will probably be their strongest commercial hold for many years to come.

The stenographer, however, is slowly but surely disappearing. The expert stenographer will continue indefinitely to hold an important place, but the ordinary product of the business college is too slow for these rapid days, too inaccurate for the precise and direct methods now required. It is an old story that the average office stenographer has failed to give complete satisfaction. The majority of girls who take up this branch of industry have a grammar-school education only, and come to their work about as badly equipped in the way of general information and liberal culture as it is possible to imagine. In the Girls' Technical High School, Manhattan, a great deal of time has to be devoted to academic work in order to produce an accurate and intelligent stenographer, and the same disadvantage is observed in other schools of the kind. It is said in business offices that a newly graduated stenographer who can be depended upon to spell the names of American cities correctly is a rarity, and nearly all stenographers have painfully to acquire a complete vocabulary of unfamiliar words before they are of any great value in business. That this state of affairs should have continued for such a long period of years is a serious reflection on the public school system and on the girls who have gone into office work. It proves the disorganized, or rather the unorganized, condition of women in commercial life.

### BUSINESS COLLEGES TAKING UP MACHINES.

To take the place of the imperfectly educated, badly equipped stenographer, comes the automatic talking machine, which records and gives back the impression of the human voice. It is probable that few business women realize the extent to which this machine has already entered into competition with them. The business colleges realize it, and after the first protest, have accepted the fact as inevitable and incombustible. They are even beginning to introduce the machine into their courses and to teach its use in connection with typewriting.

The first place in the world where talking machines were made to take the place of stenographers, in a large way, was in the United States Capitol building in connection with congressional debates. The method was found so satisfactory that it has remained in continuous use ever since. Under the old method, the expert shorthand reporters took their notes in the Senate and House, afterwards dictating them to a corps of ordinary stenographers, who had the task of transcribing them by typewriters. The present method shortens the time by half, and has also been found much more accurate. The reporters merely confide their notes to the machine, the cylinders being turned over to rapid and intelligent typists, who transcribe from transmitting machines. Practically two persons, instead of three, handle the matter; thus eliminating danger of errors; the typists are able to work much more quickly because they are saved the work of reading their

notes, which are often puzzling and require thought to translate.

These advantages, the saving of time in dictation and transcription, and the ability of each clerk to turn out a larger amount of work, is felt in business offices, and even more than other considerations, such as the need of accuracy and intelligence on the part of the stenographer, are acting in favor of the new system. The business man, the lawyer, the banker, are rapidly adopting it. Some business houses have as many as seventy-five talking machines in everyday use. From a dozen to twenty machines is no unusual number for a house to order at one time.

### HOW TALKING MACHINES ARE USED.

The machine in compact form is placed in the back of an ordinary roll-top desk, the connection with the electric light wire being entirely out of sight. In case the office is not equipped with electricity a storage battery system has to be added, and for remote localities, where this system is not perfectly practicable, the machine is run by clockwork. The business man reads his letters, dictating the answers to the machine. If he has a more than ordinarily competent secretary he dictates briefly: "Write to Smith & Jones, Dubuque, Ia., and tell them that their matter is under consideration with the board, and will probably come up for adjustment at the next meeting." Or, "Write a strong letter to Briggs about those Perkins orders." Usually, however, he dictates his letters in full. If he makes a mistake he may push the recorder back and talk over his former words, using a louder tone, or he may say: "No, cut that out, and say this." The typist, as a rule, hears the letter before she begins to write. On her desk is a transmitting machine with ear tubes. Few horns are in use. The transmitting may be done as many times as the typist wishes, thus avoiding all possibility of mistakes. The record may be reproduced slowly or rapidly, as is suited to the speed of the operator. At night the office boy puts the cylinders into the shaving machine, which shaves them smooth for to-morrow's use. The cylinders may be used over and over until they are shaved very thin indeed.

The use of the talking machine in court reporting has become more general than anywhere else. One large reporting office in New York has a plant of twenty-four rooms, thirty-eight machines, twenty-eight typewriters, eighteen operators, and four boys to serve the needs of twenty-two court and unofficial reporters. From 1,000 to 2,000 pages of dictation are sent out every day. A whole day's court proceedings are in neat typewritten copy, ready for delivery, before the next day's proceedings begin. The immense volume of matter relating to the inquiry of the Slocum disaster was dictated to the machine. Three expert stenographers and three first-class typists did the work, and the testimony was out at eight o'clock in the evening of the day it was taken.

### EFFECT ON WOMEN'S WAGES.

Business women are interested to conjecture the effect of the new system on their prospects. It is certain that the talking machine will ultimately succeed to a very large extent the woman stenographer. The effect of the application of machinery has always been to increase the volume of business, thus giving employment to a larger number of individuals. Women will therefore not suffer, in the long run. The expert, soundly educated woman will continue to occupy the place she has made for herself in the industry. The woman secretary, competent, conscientious, discreet and helpful, is a modern development of too high a value ever to be displaced. The passing of the ignorant, low salaried stenographer is an event which will not be regretted by any one.

The fear that wages will be lowered is hardly to be entertained, says the Evening Post. The increased amount of work done should make up for the balance. Typing is a mechanical process and requires only a fair degree of intelligence. The operator must be a good speller and a rapid worker. She must have cultivated manual dexterity and the power of listening. Girls who have become accustomed to the machine say that the nervous strain soon passes and they grow so used

to the slight reverberation of the machine that they almost cease to be aware of it. The effect on their hearing has not, so far, been at all bad.

## OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 9, 1906.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

JAN. 15.

Bombay, 141 pkgs., \$2,869; Buenos Ayres, 13 pkgs., \$748; 5 pkgs., \$752; Caibarien, 14 pkgs., \$207; Cardiff, 5 pkgs., \$173; Campeche, 16 pkgs., \$102; Ceara, 6 pkgs., \$143; Cienfuegos, 6 pkgs., \$130; Dublin, 3 pkgs., \$150; Gibraltar, 2 pkgs., \$110; Hamburg, 53 pkgs., \$5,600; Havana, 34 pkgs., \$749; 14 pkgs., \$557; Havre, 19 pkgs., \$917; Kingston, 8 pkgs., \$163; La Guayra, 8 pkgs., \$208; London, 22 pkgs., \$2,302; 1,269 pkgs., \$14,313; Nagasaki, 12 pkgs., \$260; Port au Prince, 8 pkgs., \$282; Rio de Janeiro, 10 pkgs., \$408; Santiago, 53 pkgs., \$1,903; Southampton, 1 pkg., \$188; Sydney, 144 pkgs., \$5,470; Trinidad, 8 pkgs., \$130; Valparaiso, 8 pkgs., \$298; Vera Cruz, 6 pkgs., \$173; Vienna, 13 pkgs., \$407; Wellington, 47 pkgs., \$934.

JAN. 22.

Belfast, 49 pkgs., \$384; Bombay, 7 pkgs., \$187; Bremen, 8 pkgs., \$825; Brussels, 55 pkgs., \$765; Buenos Ayres, 9 pkgs., \$370; Genoa, 13 pkgs., \$253; Glasgow, 19 pkgs., \$564; Hamburg, 62 pkgs., \$2,728; Havana, 9 pkgs., \$307; 57 pkgs., \$2,344; Liverpool, 10 pkgs., \$169; London, 22 pkgs., \$2,344; 1,313 pkgs., \$14,946; Manila, 10 pkgs., \$274; Manzanillo, 2 pkgs., \$110; Tampico, 17 pkgs., \$543; Vienna, 20 pkgs., \$704; Yokohama, 137 pkgs., \$4,443.

JAN. 29.

Berlin, 106 pkgs., \$1,754; Caibarien, 9 pkgs., \$273; Cape Town, 13 pkgs., \$194; Havana, 13 pkgs., \$849; 38 pkgs., \$1,947; Havre, 30 pkgs., \$1,049; La Guayra, 15 pkgs., \$336; Liverpool, 2 pkgs., \$100; London, 6 pkgs., \$240; 43 pkgs., \$3,015; Melbourne, 22 pkgs., \$361; Para, 7 pkgs., \$359; Santa Marta, 3 pkgs., \$142; Santiago, 14 pkgs., \$586; St. Johns, 12 pkgs., \$248; Sydney, 55 pkgs., \$1,504; Valparaiso, 33 pkgs., \$1,817; Vera Cruz, 28 pkgs., \$638; Vienna, 28 pkgs., \$1,120.

FEB. 5.

Antwerp, 50 pkgs., \$260; Auckland, 13 pkgs., \$263; Buenos Ayres, 20 pkgs., \$731; 25 pkgs., \$6,200; 10 pkgs., \$514; Calla, 6 pkgs., \$159; Colon, 1 pkg., \$163; Glasgow, 20 pkgs., \$428; Hamilton, 12 pkgs., \$222; Havana, 17 pkgs., \$919; 29 pkgs., \$1,494; Liverpool, 20 pkgs., \$235; London, 31 pkgs., \$1,021; 1,446 pkgs., \$23,211; 1,340 pkgs., \$14,982; Manzanillo, 11 pkgs., \$191; Matanzas, 9 pkgs., \$197; Melbourne, 179 pkgs., \$2,353; 13 pkgs., \$339; Montevideo, 8 pkgs., \$180; 29 pkgs., \$3,130; Para, 14 pkgs., \$711; Santiago, 35 pkgs., \$1,444; Shanghai, 37 pkgs., \$1,707; Tampico, 2 pkgs., \$669; Valparaiso, 6 pkgs., \$500.

## CLEVER WINDOW PUBLICITY.

Ernest E. Robinson, of the Columbia Phonograph Co.'s retail store at 872 Broadway, in addition to his many other qualifications, is an artist when it comes to ideas in window dressing. His latest "attention attractor" is a novelty easily constructed and well worth the notice of the retail trade. A dummy gramophone is set in the center of the window, and on the plate a number of discs are set on edge and held in place by boxes containing cylinder records. In an opening in a screen formed of more records back of these, is placed an electric fan motor, and the current of air pressing against the upright discs causes them to continually revolve, and the one in front of the window, if he or she remains long enough, will believe the problem of perpetual motion to be solved.





## Do you want to do more business?

*Victor* trade is right at your very door. It is brought there by our magazine advertising, and some local newspaper advertising of your own will bring it into your store.

The magazines containing our advertising go to 49,000,000 people every month. We tell them about


# Victor Talking Machines and Records

and get them interested—we even bring some of them to your store.

But if you want to reap the full benefit of what we do for you, if you want everybody in your neighborhood to know you have the *Victor* goods, if you want to get all the money within your reach, start in to advertise.

It's no experiment. Other dealers are doing it and just coining money; and there is no reason why you shouldn't fall in line and be counted in with the money-makers.

**Victor Talking Machine Company**  
**CAMDEN, N. J.**

 P. S. One of the most valuable "hints" to a keen dealer is: Place standing monthly orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them.)

Artistic Monthly Bulletins furnished free for this purpose.



## THE GIRL HE LEFT BEHIND HIM.

A Tale of the Philippine War.

(Written specially for The Talking Machine World  
by Howard Taylor.)

A girl sits at the window, gazing with heavy eyes out at the dreary landscape.

The postman comes, but the little package she yearns for so eagerly is not in his leather sack.

"I'm sorry, Miss," he says, as he sees the dumb agony in her pretty face, "but there is nothing for you. Perhaps to-morrow—"

"Yes, perhaps to-morrow." She repeats it after him mechanically, but there is no hope in her voice.

Away in the far-off Philippines her lover is fighting for his country.

The morning of his departure comes to her now as though it were but yesterday. Once more she hears the blare of trumpets, the roll of drums, and the cheers of the people as the gallant soldiers of Uncle Sam swing by.

The gay troopers sing as they march, and his mellow tenor rings out above them all:

When loudly boom the guns of war  
And battle flags are flying,  
Who is it strives to win or die  
Without regret or sighing,  
Who gives up mother, home and friends,  
And leaves his sweetheart to  
Lay down his life for Uncle Sam?  
The man in army blue.

Then comes the chorus, and the whole applauding multitude takes up the martial refrain:

Forward he goes to battlefields,  
Proud in his country's might,  
Willing to die, but not to yield,  
Fighting for truth and right;  
And when the gallant victory's won,  
The name of our soldier's true  
Is blazoned with the words, "Well done,"  
The man in army blue.

No, he would not yield, she knows that.

Was he lying on some sun scorched hillside wounded unto death, and calling for her in his delirium?

She buries her face in her hands and weeps at the horror of the picture.

## CHAPTER II.

A young man in the uniform of a general sits in his tent talking into a phonograph. His face bears the marks of toil and conflict, and his voice muffled inside the recording horn sounds strained and harsh:

"For heaven's sake, darling, tell me why I do not hear from you. Has any one come between us? I have sent you record after record, filled with my love for you, but not a word has come back to me from across the ocean. Are you ill, that you cannot speak? My heart is heavy, for I fear that some great calamity has befallen you. If you receive this, and the light of your love is still burning, I pray you to send me an answer that I may live again. Yours devotedly, Jack."



"SHE LISTENS TO THE VOICE OF HER LOVED ONE."

A scurry of hoofs, ever growing louder, sounds outside the tent, and the cry "Mail!" echoes through the camp.

General Jack Warfield hands a package to the courier. The little brown man in khaki salutes and leaps into his saddle. Again sounds the heat of hoofs on the sandy road; a cloud of dust is wafted across the plain, and he is gone.

## CHAPTER III.

Down the winding path a horseman gallops, his wiry steed going fast despite the heat. In a clump of trees a band of Filipinos lie in wait. As he comes abreast of them, a volley of rifle shots ring out upon the still air, but the intrepid rider speeds on unscathed. He crosses himself,

mutters a prayer in Spanish, and sinks the spurs deeper into the reeking flanks of his pony. He is out of the zone of bullets now, and the mail is safe this time.

## CHAPTER IV.

The girl still sits by the window. The postman comes again, but now his face is wreathed with smiles as he hands her a package bearing the odd stamp of the Philippines. She thanks him joyously and unwraps it with nervous fingers. Then she places the shiny black cylinder she finds within upon her talking machine and listens rapturously to the voice of her loved one.

A band is playing down the street; the melody drifts in at the window. Yes, they are singing, too:

When the bloody strife is o'er,  
The boys march home again  
Mid plaudits from the ones they love.  
Where is our hero then?  
He lies at rest beneath the sod;  
He fought and perished, too,  
To keep afloat the flag he loved,  
The man in army blue.

Her joy turns to sorrow, and her head is again bowed upon her breast, while the song goes on:

Come, laud our hero to the skies,  
Join in a mighty chorus  
To sing the highest praise of him  
Who won our freedom for us.  
O let the glorious anthem pierce  
The whole world through and through  
In honor of our valiant son,  
The man in army blue.

The music grows louder. Can it be that the boys are coming home? She looks in the direction of the sound, and her whole soul is in her eyes.

A regiment is marching up the avenue, and at its head is Jack.

She runs to the gate—he sees her—she is in his arms.

He has returned to the girl he left behind.

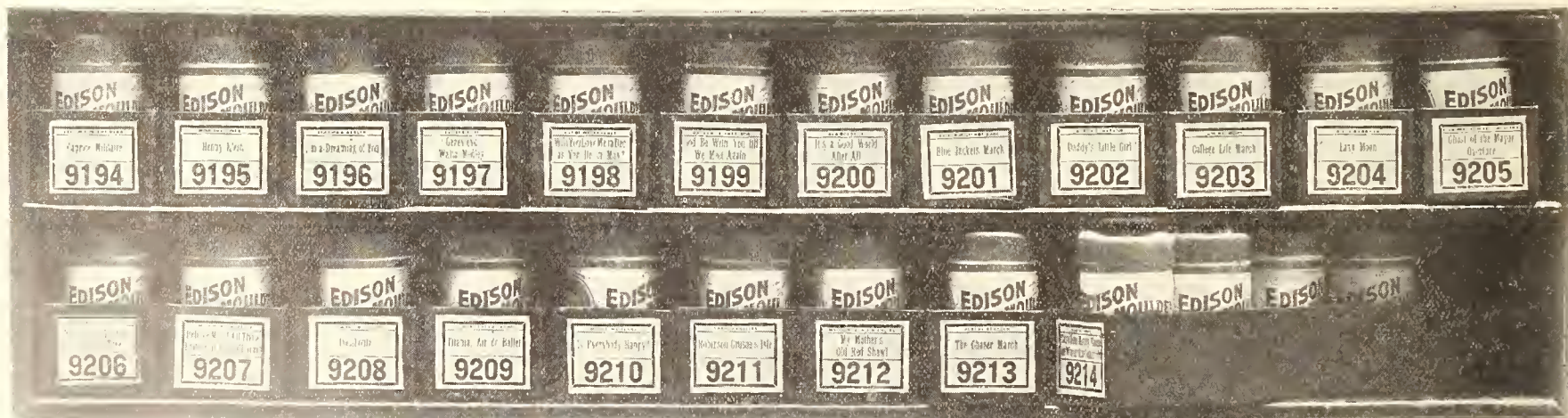
Editor's Note.—The verses used in this story are from the song, "The Man in Army Blue," written by the author and Mr. William Mountain, and not yet published.

Australia must be a great "talker" country, judging from the way World talks. are coming in.

# INCREASE YOUR RECORD BUSINESS!

## THE TRAY SYSTEM FILLS THE LONG FELT WANT.

Every dealer will readily see the advantages obtained by using this System of carrying records in stock. It is concise and appeals at once to the prospective customer. Every dealer using this System speaks in the highest terms of its convenience and selling power.



By actual experience sells as many records as a first-class salesman. Makes a more attractive looking stock than can be obtained by any other method.

NOTE—On Saturday Evening, Feb. 3rd, our entire stock of records was destroyed by fire. An order for 80,000 records was immediately wired to the factory and we are now prepared to take care of all orders promptly. Everything Fresh and New.

# BOSTON CYCLE & SUNDRY COMPANY

48 Hanover Street

J. M. LINSOTT, Manager

BOSTON, MASS.



## BUSINESS BOOMING IN BOSTON.

**All Predictions for the New Year Bowled Over—Retailers and Jobbers Find It Difficult to Replenish Stock so Active Is Demand—Big Orders from Eastern Talking Machine Co.—Many Improvements at Winchell's—Victor Operatic Concerts.**

(Special to The Talking Machine World.)

Boston, Mass., Feb. 8, 1906.

"It beats all how trade keeps up," was the remark of a talking machine man this week, and this remark was repeated, in different ways, in every talking machine establishment visited. Business is really remarkably good, so good, in fact, that none of the retail establishments have very large stocks on hand.

It has been found almost impossible to replenish the depleted stocks—stocks which grew small during the holiday rush a month ago—because it has been impossible to get goods from the factories. Every retail store reports that orders for records and for machines of all makes are still unfilled.

There is an evidence of rushing business in every store, in the fact that a steady stream of customers are pouring in. Business during January was particularly good, and it has shown a steady increase every day so far this month.

The Eastern Talking Machine Co. report the best business of their career. As an evidence of this they sent an order two weeks ago to the factory for 9,000 records, and followed it this week with an order for 7,000 more. This is "going some." Wholesale Manager Chamberlain says business has been better than he dreamed of three months ago. His department showed much more business during the month of January than in December, a really remarkable fact when all the holiday rush is taken into consideration. So earnest is the need for getting machines that the Eastern Talking Machine Co. have actually been forced to pay expressage on many shipments in order to get them in time for their customers' needs.

Improvements, enlargements and developments are in progress at the store of the Winchell Co., on Summer street. An additional number of glassed record rooms have been constructed, including two which will be used for smoking rooms. These two rooms are made so that the other rooms can be kept sweet and clean from tobacco smoke on account of the ladies. They will prove to be a great comfort for the gentlemen customers. A feature of the eight large rooms which are used now for the display of machines and records is the dummy elevator in each room. By means of these the salesmen can communicate instantly with the stock room above and, without leaving the customer, can get any record he desires from the stock. A balcony is being constructed over the business office for the high-class instruments and records, and also for the Regina music boxes, on which this young company have built up an exceedingly good business. A new store has been opened by the Langley-Winchell Co. at Providence, under the charge of J. H. Magner, and excellent reports are received from there.

At the Winchell Co. a fine new \$50 Columbia machine, with all the parts nickel plated, is being shown and a full line of the Edison grand opera records.

The Columbia Phonograph Co. has been doing an exceptionally big business ever since the new year began. Since the return of Retail Manager Ormsby, new life has been put into the retail department, and it is piling up a record. Mr. Ormsby expects soon to be transferred to the California coast, where he may recover his health. He has been suffering from a severe throat trouble for many years, and it will not yield to treatment as long as he lives in this climate.

Oliver Ditson Co. report great gains in the business on the Victor machines and records. Manager Bobzin grows firmer in his belief that "there is nothing like the Victor." The Ditson Co. make it a business to get all the latest improvements in machines and discs, and find that

it pays to keep up to the times, and many times ahead of them.

Victor operatic concerts have been a feature at Steinert Hall each Tuesday since the M. Steinert & Sons Co. established an agency for the Victor machines here. The wholesale office on Arch street shows a big advance in the volume of business this month. Its field is being extended daily by Manager Cornell.

## TRADE NOTES FROM ST. LOUIS.

**Members of the Trade Without Exception Report a Larger Trade Than a Year Ago—"Forty Per Cent Increase for January," Says One—Some Late Trade Happenings.**

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 10, 1906.

The talking machine dealers have been wonderfully surprised at the large trade they have had since the holidays. They were all looking for a quiet month in January, but the reports are unanimous that both the wholesale and retail business was far ahead for the same month a year ago, and they also state that the demand for the best class of goods has been very large.

W. C. Fuhri, manager of the Columbia Phonograph Co., states that their business for January was 40 per cent. better than that for the same month a year ago. He also states that their trade at all the branches in this territory was equally as favorable. This concern still retain their second store in the 'Frisco building, on Olive street. Mr. Fuhri left last week for a short business trip to Little Rock, Ark.

D. S. Ramsdell, vice-president and general manager of the St. Louis Talking Machine Co., states that their business for January showed a remarkable increase over that of January a year ago. He said they were looking for a quiet month, and were decidedly surprised to find trade so good. Oscar O. Morgan, city salesman for this concern, who was reported quite sick in our last letter with tuberculosis, died on Tuesday, Jan. 9, and the remains were shipped to Baltimore, Md., for burial.

P. E. Conroy, president of the Conroy Co., states that trade in their talking machine department has been exceedingly good, both wholesale and retail. He also reports a heavy demand for records.

Manager E. L. Garvin, of the Western Talking Machine Co., expressed his pleasure at the large volume of business transacted during January. B. F. Phillips, salesman for this concern, returned on Tuesday, Jan. 30, from a two weeks' visit at the National Phonograph Co.'s headquarters, Orange, N. J.

Manager E. B. Walthall, of the talking machine department of the O. K. Houck Piano Co., reports having had a very large trade during the month of January, and particularly so on high-class goods. F. E. Miles, manager of the talking machine department of the O. K. Houck Piano Co., at Memphis, Tenn., is expected here this week to make a short stay.

Fred C. Stierlin, secretary of the Thiebes-Stierlin Music Co., also reports having had a very fine wholesale and retail trade in their talking machine department during January.

F. L. Krusch, representative for the National Phonograph Co. through the states of Illinois and Iowa, was a recent visitor here.

Malcolm B. Henry, western sales manager of the Hawthorne & Sheble Mfg. Co., with headquarters in Chicago, spent one day here recently.

## MEXICAN NATIONAL PHONOGRAPH CO.

Among the incorporations filed with the secretary of the State of New York recently was that of the Mexican National Phonograph Co., Lakeside avenue and Valley road, Orange, N. J., for the purpose of manufacturing pronographs and all kinds of talking machines. Capital, \$25,000; incorporators, Wm. E. Gilmore, Alfonse Webster and John Randolph, all residents of Orange.

## VICTOR LINE WITH PHILIP WERLEIN.

(Special to The Talking Machine World.)

New Orleans, La., Feb. 5, 1906.

Philip Werlein, the big piano dealer of this city, has secured the wholesale distributing agency for the Victor Talking Machine Co. for this city and locality. In view of Mr. Werlein's reputation as a hustler in this connection he is a valuable one to all concerned. Mr. Werlein has been handling for some time the Zonophone, which he will continue to represent.

## ADOPT USE OF COMMERCIAL MACHINES.

Talking machines for use in dictation are being tested in the office of General Freight Agent Brockenbrough, of the Baltimore & Ohio in Pittsburg, with a view to their adoption as a means of facilitating correspondence. The machines, receiving and remitting instruments, are in use in the test. The machine supplements the use of stenography, and a clerk who can operate a typewriter can thus write the letters when the regular stenographer is busied with other duties.

Dealers should not overlook our Jobbers' Directory on pages 32 and 33.

## The Russell Hunting Record Co., Limited

### MANUFACTURERS OF THE "STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS  
IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the "Michael Casey" Series  
WE GUARANTEE EVERY RECORD TO BE PERFECT.

"STERLING"  
GOLD MOULDED RECORDS 25 CENTS EACH.  
LIBERAL DISCOUNT FOR EXPORT.

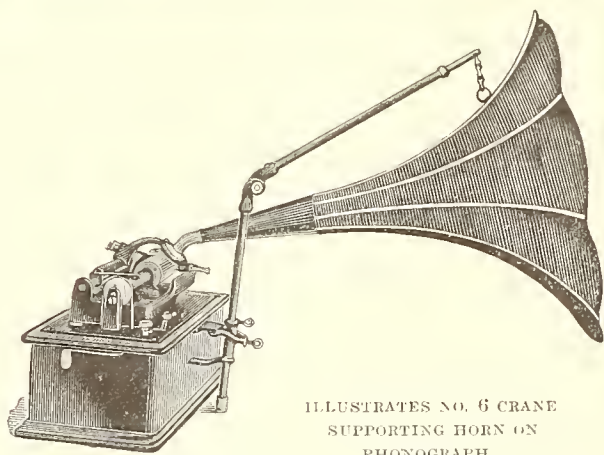
Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

## THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England

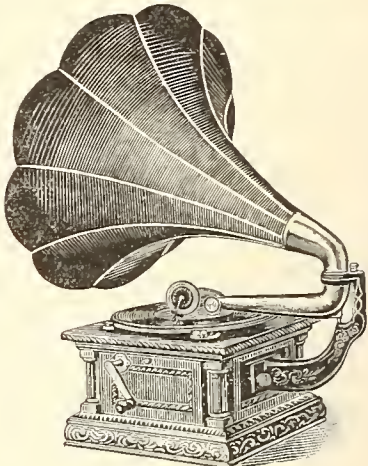


# Flower Horns and Cranes FOR TALKING MACHINES



ILLUSTRATES NO. 6 CRANE  
SUPPORTING HORN ON  
PHONOGRAPH.

We manufacture the only complete line of Flower Horns on the market. Our designs are exclusive and our Flower Horns are all manufactured by our own special designed machinery, ensuring a finish and effect that cannot be equaled by those of other manufacture.



For Cylinder Machines.	Size.	Description.	List Price.	Same Horn for Victor Tapering Arm.
No. 20	30 in. long, 24 in. bell.	Brass, Polished, no Decoration.	\$8.00	No. 120
No. 22	24 " " 20 " "	Brass, Polished, " "	\$6.00	No. 122
No. 30	30 " " 24 " "	Brass, Nickel Plated, no Decoration.	\$8.00	No. 130
No. 32	24 " " 20 " "	Brass, Nickel Plated, " "	\$6.00	No. 132
No. 40	30 " " 24 " "	Brass, Polished Outside, Red Decoration Inside.	\$8.00	No. 140
No. 41	30 " " 24 " "	Brass, Polished Outside, Blue " "	\$8.00	No. 141
No. 42	24 " " 20 " "	Brass, Polished Outside, Red " "	\$6.00	No. 142
No. 43	24 " " 20 " "	Brass, Polished Outside, Blue " "	\$6.00	No. 143
No. 50	30 " " 24 " "	Silk Finish Outside, Red " "	\$8.00	No. 150
No. 51	30 " " 24 " "	Silk Finish Outside, Blue " "	\$8.00	No. 151
No. 52	24 " " 20 " "	Silk Finish Outside, Red " "	\$6.00	No. 152
No. 53	24 " " 20 " "	Silk Finish Outside, Blue " "	\$6.00	No. 153
No. 60	30 " " 24 " "	Black Enamel Outside, Red " "	\$6.00	No. 160
No. 61	30 " " 24 " "	Black Enamel Outside, Blue " "	\$6.00	No. 161
No. 62	24 " " 20 " "	Black Enamel Outside, Red " "	\$4.00	No. 162
No. 63	24 " " 20 " "	Black Enamel Outside, Blue " "	\$4.00	No. 163
No. 70	30 " " 22 " "	Outside Red, Inside Plain Decoration	\$3.00	No. 170
No. 71	30 " " 22 " "	" Blue, " " " "	\$3.00	No. 171
No. 72	30 " " 22 " "	Enamel Red Throughout, no Decoration	\$2.50	No. 172
No. 73	30 " " 22 " "	" Blue " " " "	\$2.50	No. 173
No. 73B	30 " " 22 " "	" Black " " " "	\$2.50	No. 173B
No. 80	24 " " 20 " "	Outside Red, Inside Plain Decoration	\$2.50	
No. 81	24 " " 20 " "	" Blue " " " "	\$2.50	
No. 82	24 " " 20 " "	Enameled Red Throughout, no Decoration	\$2.00	
No. 83	24 " " 20 " "	" Blue " " " "	\$2.00	
No. 83B	24 " " 20 " "	" Black " " " "	\$2.00	

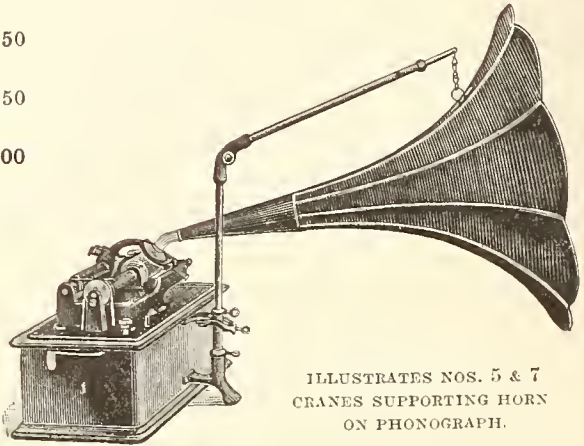
## CRANES

No. 4.	Screws to back of cabinet, top folding, nickel-plated throughout....	List Price \$1.25
No. 5.	Instantly adjusted to cabinet of any Standard, Home or Triumph Phonograph without injuring the cabinet. All folds in compact space; nickel-plated throughout .....	2.50
No. 6.	Same style top as No. 5, the base being plainer and japanned in place of nickel-plated .....	1.50
No. 7.	Same, exactly, as No. 5, except it is handsomely copper-plated and lacquered, in place of being nickel-plated .....	3.00



Trade quotations furnished on application. Send for illustrated booklet.

See that this Trade Mark is on all Flower Horns and Cranes; it is a guarantee of quality.



ILLUSTRATES NOS. 5 & 7  
CRANES SUPPORTING HORN  
ON PHONOGRAPH.

**Hawthorne & Sheble Mfg. Co.**  
Mascher and Oxford Streets, Philadelphia, Pa.



## TIMELY TALKS ON TIMELY TOPICS.

Besides having a natural gift for bright, clean and successful business affairs, C. V. Henkel, president and general manager of the Douglas Phonograph Co., New York, has clear ideas about the talking machine trade, which he believes is on the soundest kind of basis, and is certain to witness development little short of stupendous. Recently indulging in an informal talk on this subject with *The World*, he said: "True it is that the past two years were wonders so far as this business is concerned, but the next two will go beyond anything the most enthusiastic talking machinememen have dreamed of in their philosophy. The trade, in my opinion, should be on as substantial a foundation as the piano line, artistically and commercially. To my mind a talking machine as a musical instrument is superior to a piano, whether played manually or mechanically; it is piano just the same. But the talking machine is a perpetual delight, as it reproduces not only the choicest works of the most famous and finished artists on every known instrument, but the finest efforts of the greatest vocalists, not to mention the happiest selections of the most popular song writers and professional entertainers. What is best of all in connection with the talking machine is the vast improvements toward absolute perfection in sound reproduction that are constantly appearing, and the end is not yet. Can you name any musical instrument that can compare with the incomparable talking machine? I am sure it is beyond me."

"Changing the subject," continued Mr. Henkel, "suppose Congress passes a new copyright bill, which requires the record manufacturer to pay royalty on protected compositions, musical or otherwise? If the music publishers become too arrogant or dictatorial in their terms, what is to prevent our big companies from making arrangements direct with the composers? They have the capital and can and will be more liberal with the writers, and will pay promptly all that is coming to them, which I hear is not a regular practice of many publishing houses. In short, as Bill says, this habit is more honored in the breach than in the observance. Besides, the music publishers, unless they buy a piece outright, only acquire, by the usual form of as-

signment employed between the composer and themselves, the sole right to publish. The privilege of reproduction, whether on a record or perforated music roll, is reserved, if not expressly, then by implication, which is as strong legally. Therefore writers of this class can ignore the publisher altogether on this score and dispose of the product of his brains and genius in a more attractive market, namely, the record maker, who can publish also if he is so inclined. And this would not be a bad plan, as dealers are adding sheet music to their stock, and finding it a paying line. It is a new outlet for these goods which promises to develop rapidly."

Manager Haynes, of the Columbia Graphophone Store, in Lowell, Mass., tells interesting stories about people who occasionally come in to hear music. One night, not long ago, a sweet little boy of about four years was in the store with his mother. He was such an interesting little fellow and seemed so thoroughly to enjoy the music and the surroundings that Mr. Haynes couldn't resist speaking to him. "You like the music, do you?" he said. But the little boy just looked at the manager and said never a word. The boy's mother talked with the little fellow a minute and then said to Mr. Haynes: "He doesn't know whether to talk to you or not. I've just got him a book about fairies and he really believes he is in fairyland now."

A little while after the little fellow, who had heard about the fairies, couldn't restrain himself any longer. He insisted that the music was fairy music and that the bright horns were made especially for fairyland. Then he capped the climax by asking the manager: "What do you eat? Do fairies eat same's I do?" Mr. Haynes had to admit that that particular fairy did eat about the same sort of food.

Following the announcement that brass horns had been advanced 20 per cent. and cranes or stands the same amount, W. A. Lawrence, of the Standard Metal Mfg. Co., 10 Warren street, New York, said to *The World*: "Frankly, the price of horns should be advanced when the condition of the raw material market is considered. At the same time our company have not increased their figures a penny, though if the other concerns in the line desire to confer with us on the matter I would be very glad to co-operate with them. As it stands, we will not advance unless compelled to, but will protect our trade. I do not think brass will go any higher, still at the present cost horns could stand a 10 to 15 per cent. raise." The horn situation is peculiar, the demand being heavy, with the supply reported short.

General Chaffee tells of an irascible major in the army, who at the time of the maneuvers held at Ft. Riley, Kan., about a year ago, stumbled over a newspaper correspondent as he, the officer, was making his round of inspection. As the newspaper man was in a locality where he had not the slightest right to be, the major's ire was awakened, says the New York Tribune.

"Here sir," shouted the officer, "you blankety-blank specimen of supreme impudence, what the dash are you doing here with that instrument?" And he pointed to the camera that the newspaper man had with him.

Whereupon the latter replied: "Well, sir, I brought it along for the purpose of taking a few photographs, but had I known that I was to have had the pleasure of meeting you I should have brought a phonograph instead."

He didn't know the possibilities of the talking machine—a story most too good to go unpublished. During the recitals given by the Musical Echo Co. a short time ago to the public, the manager announced that he would reproduce the voice of Tamagno, the great Italian tenor, who was dead, but whose voice still lived. The rec-

ord was played without any special comment, and several others followed. He then announced that he would play a selection from Caruso. A gentleman in the audience got up and asked if he meant that was the voice of Robinson Crusoe. The audience at once became interested; the gentlemanly manager explained that it was Cav. Enrico Caruso. The gentlemen excused himself, stating that as he had just reproduced a voice of one who had long been dead he did not know what the possibilities of a phonograph were, upon which the audience became almost hysterical.

The installment business in all grades of talking machines has grown to enormous proportions, and one dealer estimated that 60 per cent. of all the sales was on that basis. Records have not yet been included in this method of doing business, and so far have been strictly cash sales. A conservative estimate of the increase in the number of stores selling talking machines over a year ago has been placed at 30 per cent., and it is no uncommon thing to see a talking machine in the windows of sporting goods houses, cigar stores, dry goods stores and even barber shops. These are not classed by the regular dealers as legitimate competitors, as they carry but a small stock of records, and depend more on the occasional sale of a machine.

Evidently jobbers who claim to be distributors only, and therefore should be classed as simon pure jobbing houses, proposes advancing their trade status in this respect to the further consideration of the manufacturers. They hold, among other things, that it is much better to have one or two, possibly three (according to size and population of point) distributors with large stocks, than to have ten or more scattered in the same territory. At any rate, jobbers who advance this argument declare they will keep on agitating and advocating their claims to recognition on this score, coupled with the suggestion that graded discounts should be accorded buyers (now ranking as jobbers from the size of orders placed) and the dealer so placed.

As yet no further progress has been made in the proposed revision of the copyright statute. The Register of Copyrights, Thorvald Solberg, expressed himself, a few weeks back, as follows: "We are hoping to arrange for the third session of the copyright conference some time in January. Both the chairman of the Senate committee on patents and the chairman of the House committee on patents have expressed the opinion that the loss of a little time in the introduction of the bill would be less serious than any protracted discussion before the committee, or necessity of revision at its hands." Here it is February, and no word has gone forth as to just when

## Increase Your Sales

For years we have been studying the best methods of making the talking machine business a most profitable one for the dealer.

If your business is not all you think it ought to be, why not give us a try. We have twenty-five original plans all of which have proven winners of high degree.

It don't take much to get a sample.

Send us a dollar and we'll send you one of our latest plans complete. If it doesn't impress you as just about the biggest thing you ever struck and well worth putting in operation, we'll return the dollar. Isn't that fair enough?

Write to-day.

O. W. ECKLAND & CO.  
128 Dearborn St. CHICAGO

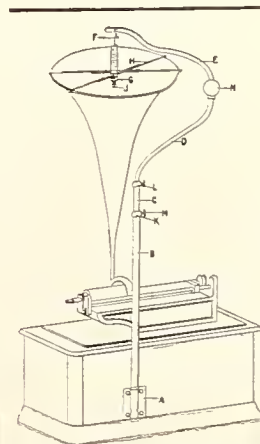
## Rapke's Specialties

## Rapke's Upright Horn Supports

(Patented)

For any Cylinder Machine.

Will support any size Horn.



About Rapke's Labels for Edison Records consult the Edison Phono Monthly, November, 1905, Page 10.

ORDER THROUGH  
YOUR JOBBER

VICTOR H.  
**RAPKE**

Manufacturer  
and Jobber

1661 2d Avenue,  
NEW YORK.



# DO YOU WISH TO MAKE MONEY? GOOD MONEY!

Then we can help you, for we manufacture a line of records which are sold at prices which must popularize them with the people, and

**WHILE OUR 10 INCH RECORDS ARE RETAILED AT 40 CENTS,**

it should be understood that there is no cheapening of quality, in fact we have received the strongest praise for the excellence of our records. Our products are strictly high grade as to tone, articulation and volume, and mechanically, the very best finished product on the market. Their wearing qualities have been thoroughly tested.



Now you can do no better than to get into communication with us on the subject of records, for the trade mark which appears on this page will become the most popular in this country.

*Our discount to Jobbers is liberal,* and we cater in every way to the largest trade interests.

We should be glad to supply samples of our product upon application, and we have a catalogue, containing a list of our records, which may be had for the asking.

Be sure that you take this matter up with us at once and learn of our trade discounts.

We may add that we will be glad to stamp up special labels that are furnished to us on large orders.

There is going to be a big business in records this year, and you may as well have your full share of the trade. We can help you to do it, and make you dollars, as we said at the beginning of our statement.

May we hear from you?

INTERNATIONAL RECORDS—10 INCH

INTERNATIONAL RECORDS—10 INCH

## INTERNATIONAL RECORD CO.,

40 Washington Street, Auburn, N. Y.



the measure in question is to be framed up, let alone being submitted for final endorsement to the ultimate copyright conference.

Bearing on the bill the attitude of record manufacturers has never been openly and unequivocally announced. Their position may be presumed without going into details. This is made clear by the unofficial statement made by R. L. Thomae, who was present at the second and latest conference in New York, and well known in talking machine circles from his long connection with the Victor Talking Machine Co. His recommendations to the Librarian of Congress at the time, as well as to Mr. Solberg, as he outlined them to *The World*, follow: "While I attended the conference as an associate of the music publishers' delegates, I was not entitled to the privileges of the floor. What I said, therefore, was in the nature of a private conversation with Mr. Putnam and Mr. Solberg, both of whom I know personally. You know that in registering music, books, etc., under the law two copies of the publication are required to be registered with the Librarian of Congress. Now, I said to these officials, when we were discussing the new copyright bill, that when we came to deposit two copies of every cylinder and disc record made with them they would need an additional wing to the library building. For I hold that records are a reproduction of sound in the same sense a photograph is the copy of a painting. If the latter is entitled to copyright, registration and protection, as it is, why not talking machine records? That's the only point I made at the conference."

H. C. Miller, a manufacturer in another line at Waterford, N. Y., but a talking machine enthusiast, has devised a horn arrangement which depends downward instead of standing vertically. The horn is arranged to go through a cabinet, and in emerging at the bottom the flare faces a sounding board. The sound effect is said to be mellowed, improved, and in a measure strengthened. This is the very opposite of the idea originated and patented by Victor H. Rapke, of New York, whose invention has been illustrated and described at some length in previous issues of *The World*. Mr. Rapke's horn adjustment is designed for both cylinder and disc machines, the latter just about now perfected, and it is certainly a marked improvement in tonal quality. Both of these gentlemen are sure they have made discoveries of note, and should it prove true their commercial success would be commensurate with their practical value.

With the introduction of superbly designed and finished cabinets, the trade are "keeping tabs" on centers in which the demand for these elegant and worthy goods is the greatest. A comparison of notes shows that Pittsburg, Pa., is the best market in the country, though only a few months have elapsed since the first was sold there. Dealers in that husky, bustling city aver they have been more than astonished at the way these artistic goods are absorbed. As multi-millionaires are a specialty of the "Smoky City," this may account for the call for \$500 and \$1,000 cabinets, with Watteau panels and finished in burnished gold, not to mention the solid mahogany line with gold plated trimmings. The age of sumptuous luxury in the talking machine business is just dawning.

The chaplain on a certain battleship was giving a magic-lantern lecture, the subject of which was "Notes and Scenes from the Bible." He arranged with a sailor, who possessed a gramophone, to discourse appropriate music between the slides. The first picture shown was Adam and Eve in the Garden of Eden. The sailor cudgeled his brain, but could not think of any-

thing appropriate. "Play up," whispered the chaplain. Suddenly a large idea struck the jolly tar, and—to the great consternation of the sky pilot and the delight of the audience—the gramophone burst forth with the strains of "There's Only One Girl in the World for Me."

Mrs. Henry Peck had been resting in her family plot in Stoneview for several months, and Hen. Peck was enjoying a well-earned rest. He returned late from the club and was sinking into a fitful slumber when a well-known voice smote on his ear. The accustomed curtain lecture proceeded while, perspiring and trembling, he hid himself under the bedclothes, expecting every instant to have the apparition of the late Mrs. Peck drop some weighty household implement on his defenseless head. The voice at length ceased, and stillness of an intense character succeeded. He turned on the lights and took a solemn oath to forswear all bachelor joys. In the meantime his next-door neighbor, after putting away the record of Mrs. Nagg, locked the phonograph for the night.

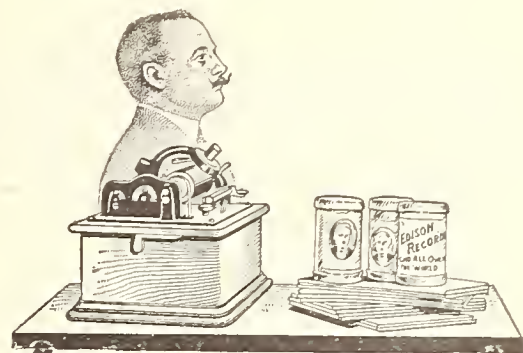
Material for making talking machine cabinets is exceedingly scarce, and buyers are scouring the market for raw stock, according to an authority whose company is one of the largest consumers in the market. Metal—steel and iron—of the right brands, employed in manufacturing the same line of goods, is obtainable only at very much higher prices, while the mills are tied up with orders for months ahead.

Talk of foreign music publishers entering the record making field is received with apparent tranquillity by the regular manufacturers here. Aside from several patents which are spoken of as detrimental to the development of trade in the United States with these goods, those directly interested declare the duty is prohibitive; for example, seven-inch records are dutiable at the rate of 25 per cent. ad valorem, and ten-inch records at 45. Masters are also classified at the latter high rate.

Notwithstanding the belief that with the final adjudication of the Berliner and Jones patents—in their connection with the reproduction of sound, composition for records and the process for duplicating records—which are now pending in the United States courts, litigation on talking machine inventions would be pretty well cleared up, but other suits are to come.

During the week ending Jan. 20, when the two automobile exhibitions were on in New York, a number of prominent talking machine jobbers were in attendance the entire time, among them being the following: J. W. Jenkins, of the J. W. Jenkins Sons Co., Kansas City, Mo.; C. Grinnell, of Grinnell Bros., Detroit, Mich.; H. M. Holleman, of the Texas Phonograph Co., Houston, Tex.; Louis Buehn, of the Wells Phonograph Co., Philadelphia, Pa.; B. B. Crew, of the Philips & Crew Co., Atlanta, Ga.; Messrs. Osgood and Currier, of the C. E. Osgood Co., Boston, Mass.; G. L. Ackerman, of Ackerman & Co., Scranton, Pa.; Messrs. Linscott and Patton, of the Boston Cycle and Sundry Co., Boston, Mass.; William Weruer, Easton, Pa.; John Sykes, Trenton, N. J.; W. J. Andrews, Syracuse, N. Y.; S. K. Hamburger, Harrisburg, Pa.; W. C. Finch, of Finch & Hahn, Schenectady, N. Y.; John N. Willys and W. O. Crew, of the Elmira Arms Co.; W. H. Hug, of Klein & Heffelman Co., Canton, O.; N. D. Griffin, of the American Phonograph Co., Gloversville, N. Y.; Messrs. Pardee, Ellenberger and Silliman, of the Pardee-Ellenberger Co., New Haven, Conn.; W. F. Carroll, of the Utica Cycle Co., Utica, N. Y.; P. A. Powers, Buffalo, N. Y.

According to a recent decision of the General Board of United States Appraisers, on the exportation of cases manufactured with the use of imported fiber cardboard, a drawback will be allowed equal in amount to the duties paid on the materials so used, less the legal deduction of 1 per cent.



## Are You Selling Language Teachers?

In other words, are you selling I. C. S. Language Outfits? If not, you are neglecting one of the most profitable and valuable features of the phonograph business. You may sell this Outfit not only to customers who regularly buy amusement records, but to the class of people who ordinarily would not make any use at all of the phonograph. Dealers who are handling "Double-Service" to-day state that it increases their business 30 per cent. or more.

### THE I.C.S. LANGUAGE SYSTEM WITH Thomas A. Edison PHONOGRAPH

is the most perfect system of language instruction in the world. The records are made by the Edison Gold Mould Process, from perfect master records approved by the highest authorities in the land. We guarantee the pronunciation to be absolutely correct. The instruction matter has for many years been remarkably successful in enabling people to easily read, correctly write, and fluently speak the French, German and Spanish languages. It costs only 50 cents with the coupon below for YOU to try this out in your own business.

*Can you afford to neglect  
any chances for  
increased business?*

**International Correspondence Schools,  
Box 918, Scranton, Pa.**

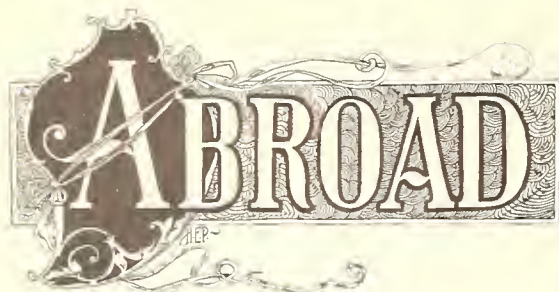
Dear Sirs:—I enclose 50 cents, for which kindly send me Demonstrating Outfit, advertising literature, and pamphlets for selling I. C. S. Language Outfits. I am an Edison Dealer in good standing.

Name \_\_\_\_\_

Address \_\_\_\_\_

**Sinencoid Horns**  
27 Styles 15 to 56 in. \$2 to \$15  
Manufactured by  
**CRANE BROS., Westfield, Mass.**  
Discount to Dealers





(Special to The Talking Machine World.)

London, Eng., Jan. 5, 1906.

The Neophone Co. are now located in their magnificent new building at the corner of Tabernacle and Worship streets, where they are occupying five floors with splendid facilities to meet their growing business. The ground floor is used for show rooms and offices, the record, sales and store departments being on the floors above. The record making department is in the basement, where hydraulic machinery of a powerful type is installed. Here they have facilities for turning out 20,000 records a day.

Dr. Michaelis, the inventor of the Neophone, exercises his usual keen supervision over the producing departments. He is a great believer in the disc machine and says that all developments of importance will be associated with that instrument in the future. This company have achieved a great success, and are steadily branching out. We understand that they are about to make an important connection whereby their products will be widely sold in the United States.

It may be of interest to know that Dr. Michaelis has achieved great success with his new Neophone records. These discs are made of cardboard, covered with a specially prepared surface and are unbreakable. It is said: "They surpass in purity of tone and resonance any records yet produced, and combine the sweetness of the gold-moulded cylinder with the great volume and naturalness of the best disc record." Their immunity from breakage enables them to be made in a size hitherto impossible, and 20-inch records

are now sold which will play from eight to ten minutes. The ordinary sizes are 9 and 12 inches, and their prices are 6d. (12 cents) and 1s. (25 cents) each, respectively.

\* \* \* \*

A rather novel feature for the entertainment of those who wait for hours outside the doors or unreserved parts of theatres has been inaugurated by Lewis Waller, the eminent actor manager, at the Imperial Theatre. On Wednesday evenings the doors are opened earlier than usual, and to entertain the crowd he has installed a large talking machine which gives an impromptu concert, commencing with an overture by a noted military band, and concluding with a selection, in his own voice, from "Henry V." This idea has appealed to other theatrical managers, and is now being used throughout the provinces for the purpose of keeping the audiences entertained until the curtain rises.

\* \* \* \*

The National Phonograph Co., Ltd., of this city, are now publishing an English edition of the Edison Phonograph Monthly, which has met with the greatest appreciation from the trade. It is handsomely printed, and contains much of interest to the trade regarding Edison phonograph progress, as well as much technical information. The second number, which has just made its appearance, is in every respect equal to the first, and is a credit to the advertising department of the London office.

\* \* \* \*

The fire which totally destroyed the recording plant of the National Phonograph Co., in Paris, has only caused a temporary inconvenience, inasmuch as they at once continued the manufacture of the French records at their large plant in Brussels. New quarters, as well as necessary machinery, have been secured, and the new recording plant in Paris will resume work immediately. The demand for Edison records throughout France is steadily growing, some of the most eminent artists being connected with this branch.

It may be worth noting that the famous Garde Republicaine Band, of Paris, which has just paid a visit to London, is among the great organizations that have made records for the National Phonograph Co., and the visit of the band has brought about a great demand for these band records.

\* \* \* \*

Baroness Cederstrom, better known as Mme. Patti, has at last been induced to make a number of records of her famous songs and arias with which her name is indissolubly connected. The records were made at Mme. Patti's castle, Craig-y-Nos, Wales, the accompanist being London Ronald. The Gramophone Co., for whom these records were made, are to be congratulated on securing records by this famous artist, whose name is revered wherever music is loved.

\* \* \* \*

During the recent general election talking machines were employed by many of the candidates, but by no one, perhaps, so effectively as by Arnold Herbert, the Liberal candidate for South Bucks, who obtained the services of an expert, and spoke three speeches into a huge phonograph. Admirable records were made, and the instrument was taken round the villages of South Bucks, reproducing nightly with wonderful clearness, Mr. Herbert's eloquent periods. The mechanical orator tempered the political oratory with songs and band selections.

\* \* \* \*

Employees of the Russell Hunting Co., Ltd., held the first annual dinner at the Finsbury Town Hall recently. About two hundred employees were present, the board of directors being well represented, with Edgar S. Perry in the chair. Interesting speeches were made by Charles Howell (Howell Bros.), who proposed the toast of the firm, which was responded to by Louis Sterling, managing director. C. Dunlop proposed the Trade, and Mr. Balcombe (Barnett Samuel & Sons), responded. Russell Hunting (Casey) proposed the Artistes; Messrs. Ernest Pike and Hamilton Hill replied. Mr. Smith-

50c.

# ZON-O-PHONE

## Records Sound Better

50c.

**T**HERE is a musical charm about the Zon-o-phone Records which captivates all listeners. They have a velvety smoothness—a distinctness and clearness which creates new friends and admirers daily. Jobbers and dealers have praised our latest creations in unstinted terms. ¶ There are excellent reasons why the Zon-o-phone has grown so in trade popularity. A critical examination will show that our record thread has a peculiar fineness whereby we can get more on a record. The material is harder than is used in the ordinary record, thus insuring greater durability. The tone quality has a pleasing mellowness which has caused them to become the best sellers. ¶ We make a specialty each month of producing some attractions which are appreciated by talking machine men who desire to bring all the selling strength possible into their business.

**10-inch Zon-o-phone Records, 50 cents each**

50c.

# Universal Talking Machine Mfg. Co.

50c.

**28 Warren Street, New York**



hurst, works manager, proposed the Employees; Mr. May responded. Miss Lillian Bryant, musical director (A. G. S. M.), and Carl Herzog, managing director, New Polyphon Co., also spoke. Following the speakers a very delightful programme was rendered, a number of prominent artists assisting. The success of this company has been phenomenal, and their steady growth was the theme of many of those present, both employees as well as members of the company. It goes without saying that this is only the first of many enjoyable reunions of this enterprising company.

### TO REPLACE CATALOGUES.

A Suggestion Which Could be Adopted Most Effectively by Directors of Museums and Other Public Institutions.

The directors of the Museum of Natural History and the Metropolitan Museum of Arts ought to take note of the fact that a very excellent suggestion has been made to the effect that coin-controlled talking machines might be placed in these or similar buildings for the purpose of describing the features of the various exhibits. Instead of buying a catalogue containing pages of matter that may be of no immediate interest in order to get access to the paragraphs that touch on the subjects on which the information is required, the visitor, if this plan were adopted, need only drop in his coin, stand by the exhibit he is studying, and listen to the fullest details regarding it. In this way the largest measure of information could be secured without much expense. The suggestion comes from England, and it is worth consideration, for notwithstanding any genius that we may be credited with as a nation, we must admit that some good things come to us from our European cousins once in a while.

### SEVEN-INCH RECORDS AGAIN POPULAR.

Less than a year ago it was predicted by many connected with the talking machine trade that the 7-inch record would soon disappear from the stock of jobbers and dealers. A sudden demand seems to have arisen for this size of record, due probably to the fact that it is now a close competitor with the cylindrical product at the same price.

In making inquiry among the manufacturers, we have been advised that several anticipate furnishing up-to-date selections in the 7-inch size. The American Record Co. report having recently closed a contract for 500,000 7-inch records. They

### INTERIOR VIEW OF DOUGLAS PHONOGRAPH CO.'S HANDSOME STORE.



Perhaps in no branch of the music trade industry is greater attention given to artistic warehousing display and decoration than by the talking machine trade. Piano dealers are known everywhere for the chaste elegance of their stores, but the talking machine people have eclipsed them in point of handsome interiors and effective arrangements. Perhaps the character of the goods are responsible, in a measure, for the many beautiful decorative effects so marked a feature of stores in the trade, and the ambition to have a place

are now regularly listing twelve 7-inch popular up-to-date records each month.

### THE CANADIAN AGENCY

For the Heise System of Wire Record Racks  
Made by the Syracuse Wire Works Secured  
by R. S. Williams & Sons Co.

The Syracuse Wire Works, Syracuse, N. Y., are finding a large demand for their wire racks for records among the most progressive houses in the

trade. This week they have sent a full equipment of their racks, the Heise System, to the new Toledo branch of the Columbia Phonograph Co., as well as to their new store in South Bend, Ind. They have also consummated arrangements with the R. S. Williams & Sons Co., Toronto, Ont., to handle their goods in Canada. They will carry a large stock, and will be fully prepared to cater fully to the demands of the Canadian trade. The No. 2 D rack for disc records which is illustrated in the advertisement of the Syracuse Wire Works in another part of this paper is proving a very popular specialty, and it is evident that there will be an increasing demand for this rack.

that will occupy a niche just a little higher than the one hitherto enjoying national reputation in this respect is evident on every hand. The result of this entirely worthy spirit of emulation adds to the constantly growing list of superbly equipped and artistically designed store interiors, and among them may be noted that of the Douglas Phonograph Co., 89 Chambers street, New York, jobbers of national standing, a view of which is herewith presented.

### CONCERT BY GREAT ARTISTS.

The Cable Company's branch at Knoxville, Tenn., has recently been giving a number of complimentary recitals in Cable Hall, in which the Victor talking machine has been the entertainer. The program has been gotten up in a novel way, the participating artists being printed on the program just as if they were to appear in person. The entire affair was most delightfully conceived and carried out.

### W. H. FREELAND TAKES CHARGE.

William H. Freeland, for many years with Hamilton S. Gordon, has connected himself with I. Davega, Jr., of 125 West 125th street, New York, assuming the management of the talking machine department. A full line of Edison and Victor talking machines, records and supplies of all kinds, is being handled, especial attention being paid to foreign records. Mr. Freeland is well and favorably known to the trade, and is certain to build up a splendid trade in his new sphere of activity.

Robert L. Gibson, Philadelphia, Pa., known for his improvements in sound-boxes, needle attachments, etc., was in New York last week on special business.

### WITH PLEASURE

## We Announce to the Trade

That we have contracted with the manufacturers of the  
MEGA HORNS (both Regular and Flower Shapes)

### FOR THE EXCLUSIVE SALE OF MEGA HORNS

IN THE STATES OF

**Mass., Conn., R. I., Me. and N. H.**

We solicit inquiries from the Trade for Descriptive Circulars, Color Sheets and Attractive Money-Making Net Prices. Regular Horns are made in three sizes and five colors. Flower Shaped Megas in two sizes and five colors. Senior Flower Megas in six colors for Victor Taper Arm Machines.

**WE RECOMMEND THE "MEGA" AS THE MOST ATTRACTIVE AND BEST REPRODUCING HORN ON THE MARKET.**

## THE EASTERN TALKING MACHINE CO.

**177 Tremont Street, Boston, Mass.**

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES  
Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS



100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

**EDISON**PHONOGRAPHS  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES**Douglas Phonograph Company**

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

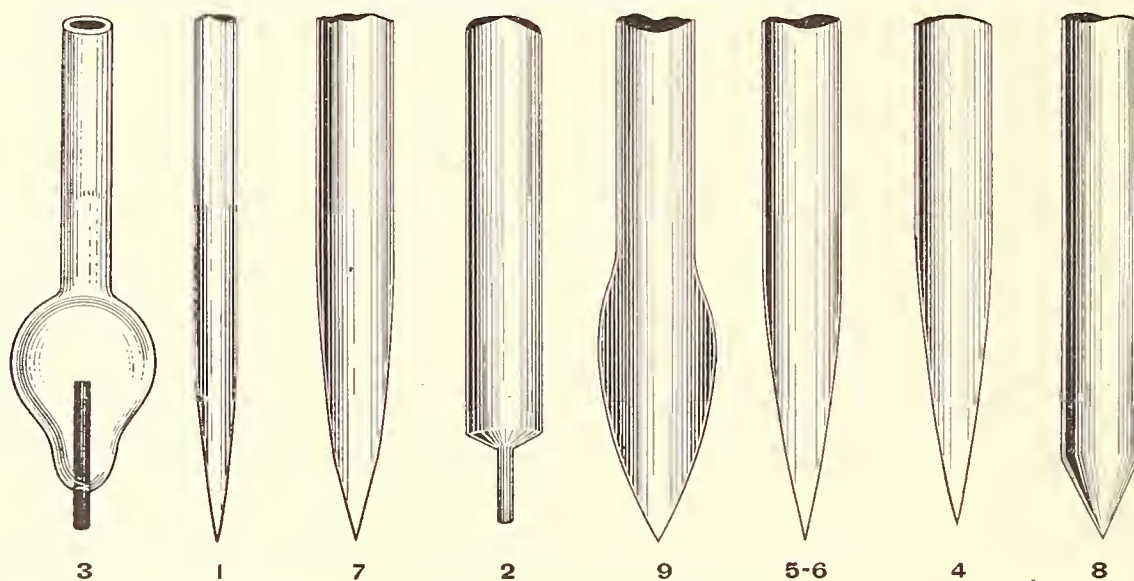
New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

**VICTOR**TALKING MACHINES  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
DISC MACHINES**"A Disc Record Needle is Something more than a pointed piece of steel."**

# NEEDLES!!

**9 STYLES FOR DIFFERENT PURPOSES.****We Are Sole Distributors for the United States of the SCHWABACHER-NADELFABRIK.****THIS IS THE MOST CELEBRATED NEEDLE MANUFACTURER OF ALL EUROPE.**

## SOFT TONE.

### ELITE, No. 1.

Used in the various attachments now on the market. Gives a very soft tone.

Packages of 200.

### EUREKA, No. 2.

Will play from 50 to 100 records without changing needles. Requires no attachment. Fits any type Sound Box.

Packages of 50.

### DOUGLAS SCRATCHLESS, No. 3.

Our celebrated Glass Needle. Will play over 150 Records with reasonable care.

No other needle will give as much detail.

Owners of operatic Records will obtain the most minute effect in Melba and Caruso Records which other needles lose.

Boxes of 12.

## MEDIUM TONE.

### EXCELSIOR, No. 4.

The very best all around needle made.

Will play several records without change.

Can be used on Talk-o-phone or American Records.

Packages of 100 and 300.

### ROYAL, No. 5.

The celebrated gilt needle used extensively in Europe.

The plating gives a very smooth surface to the needle and reduces the scratching sounds.

Packages of 200.

### AMERICAN, No. 6.

This is the same needle as our gilt needle, but is blued instead of being plated.

Packages of 200.

## LOUD TONE.

### IDEAL, No. 7.

The imported English needle, extensively advertised and sold at \$2.00 per thousand under another name.

Packages of 300.

### PERFECTION, No. 8.

The most popular needle ever sold.

For large rooms and dancing. A worn out Record played with this needle will sound like a new one.

Packages of 100 and 300.

### CONCERT, No. 9.

For exhibition and concert use. The loudest needle made.

This needle has an immense sale all over Europe, and the demand since we introduced it in the U. S. has been very flattering.

**JOBBER'S AND DEALERS SUPPLIED. PRICES UPON APPLICATION.****WE DO NOT SELL NEEDLES IN BULK.****ALL OUR NEEDLES SOLD ONLY IN ORIGINAL PACKAGES.**



## QUARTERLY RECORD BULLETINS.

Some Decisions Pro and Con Regarding This Subject Which Will Become of Interest.

Springfield, Vt., Jan. 9, 1906.

Editor Talking Machine World:

Dear Sir:—I am pleased that you have opened your columns for a discussion of monthly lists. Twenty-four new records every month is a large assortment of records for the average dealer who buys 300 new records each month, and then they have the records on hand that are not so popular or salable. It would be an improvement to have quarterly bulletins, and not over 36 new records each quarter. I think the trade in my section would be better pleased with quarterly bulletins. Yours truly, ALBERT A. MAGWIRE.

Wanatah, Ind., Feb. 5, 1906.

Editor Talking Machine World:

Dear Sir:—In regard to the issuing of quarterly record bulletins instead of monthly by the manufacturers, I, for one, wish to state that I would consider the move a sad mistake. In my experience I find that the frequent issuing of new record bulletins is the life of the talking machine trade. People are anxious to get the new songs so as to keep up to date. Of course, I help in keeping up the interest by mailing out the new bulletins as soon as issued to regular as well as possible customers, and invariably each one of them calls to hear the new records, and they do not only purchase the new records, but often some of the older selections and other supplies. The oftener you have something new to offer the oftener the customer will visit your store. If bulletins could even be issued more frequent than at present it would improve the business. Another fact which makes people anxious to get the new records is the continual improvement in their quality. I think a better plan than the less frequent issuance of record bulletins would be for manufacturers to eliminate more of the older selections from the catalogue and make over only the staple ones and list them in their supplements so as to bring and keep records up to the improved method of recording. I well realize that this method would put the manufacturers to considerable extra expense, but think that it would result in increased sales of records, as people would appreciate the improvement in them. WM. F. HUNT.

The matter of how frequent records should be issued has received careful consideration on the part of manufacturers, and the following brief statements, given The World at different times, substantially reflect the views of those quoted:

National Phonograph Co.: "We admit that the too frequent issue of records often interferes with the sale of what promises to be a brisk trade on certain numbers; but, from our experience, coupled with the opinions of many in the trade, a fresh list should not be put out at a longer interval than two months. In obedience to the general demand, however, the monthly bulletin will continue to be furnished indefinitely. Should any change be made, which is not at all likely, the trade will be apprised in due time. That is one reason why our grand opera records are not sent out under three months, because, being a new article of permanent value, it gives the trade ample time for their proper introduction. They, however, are altogether a different proposition from the popular airs of the day, for if the latter are not marketed while in vogue, many of them would be dead stock in two or three months."

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General: "Our company has seriously considered the advisability of restricting our record bulletins and making quarterly, or possibly bi-monthly, instead of monthly lists."

## TRADE NOTICE.

Use the Lyric Diaphragms, all ready to put into Cylinder or Disc Talking Machines, and be convinced of their superior Musical quality. Will not blast, and more distinct and natural in tone. Large profits for dealers putting them in machines already sold. Write us for prices, sample by mail 20 cents.

LYRIC MFG CO., 118 & 120 Market St., Newark, N. J.

It is a question, however, that the manufacturers should determine as a body and not individually. Personally, I know when lists are issued too often they are detrimental to their predecessors in point of sales. One interferes with the other, but the great sellers are the popular music of the day, and this the public and the trade calls for; and therefore so long as the other record makers cater to this demand monthly, our company will doubtless keep right along as heretofore. That too many records are placed on the market is self-evident."

Practically the same opinions are held by the Victor Talking Machine Co., American Record Co. Universal Talking Machine Mfg. Co., Leeds & Catlin Co. and International Record Co. Of the same tenor is the following comment made in the September last issue of The Talking Machine World, which condenses the views of the foregoing concerns:

"Whether records are issued too frequently seems to be a question for each company to settle for itself, as there is far from a unanimity of opinion on the subject. Consideration has been given to the complaint that the monthly installment of new records comes so closely on the heels of the preceding lot that sales are greatly interfered with just about the time when the merits, or worth, or popularity of certain numbers are beginning to be felt. On the other hand it is held that at the present day popular numbers—vocal, instrumental and otherwise—are the controlling factor in the business from a strictly commercial standpoint, and profits are what everybody is looking for first, last and all the time. Consequently the more frequently—not under a month, of course—records of this description are furnished the better."

## TRADE NOTES FROM SPOKANE.

The Spokane Phonograph Co. Transact an Immense Business—Orders in Carload Lots Which It Is Impossible to Fill—Utilize Special Rooms for Display Purposes.

Spokane, Wash., Jan. 18, 1906.

Editor Talking Machine World, New York:

Dear Sir—We were quite amused at an article in your last issue just received, entitled a \$2,000 freight bill. The Portland party evidently believes in taking all the credit he can see in sight, or anywhere near. The three carloads of goods spoken of contained 1½ cars for this company, but the National Phono Co. pooled the two lots together and shipped them to the coast to save freight. We also had a half car that was pooled with Seattle people and reshipped back here. As to filling carload lots, the company cannot do this. We gave them orders for two cars and they shipped the whole order in small lots, pooling with Seattle and Portland houses. We have put in orders now that would more than fill a car, but the same will be shipped in small lots, as the factory can turn them out. We have not been able to fill orders since we started; that is, completely. This is the old firm of Foster & Foster, who made the talking machine business in the State of Washington, and the writer has done more hard work to place the Edison goods on the market in this State than any other man in this Northwest territory. When we opened up in Spokane, it was but a branch of our coast store, and an Edison machine was unknown in this city, while now there is more than a thousand and hundreds in the very best well-known homes.

We were one of the first to use small parlor rooms to show up machines and records, and our store has increased from time to time, and still we want more room. We carry 50,000 records, and double deck to the ceiling, using balconies, besides having a large ware room for machines. In regard to high freight rates, we pay even a higher rate than those on the coast, the coast being \$2.25 in cars, while our rate is \$4.27 in cars or \$5.27 in open lots.

We appreciate your paper very much, and always look forward to its arrival each month.

Very truly yours,

SPOKANE PHONO CO.,

Per W. H. FOSTER, Mgr.

## Get a tighter hold on your trade

It's a comparatively easy matter and it means more money for you.

Every customer who comes to you should be made to feel that there is no other store like yours.

Whenever he or she wants Victor machines, records, trumpet, horns, fibre cases, English needles or other accessories, yours should be the store that instantly comes to mind.

Please your customers and get their good will and your business will run along easier. As nearly as you can, try to anticipate the wants of your customers so that you have what they ask for. Show them that you have an up-to-date store and want to do everything in your power to please them.

There are times, of course, when you won't have what they want. But you ought to be able to get it for them without delay.

Your jobber should keep you posted on the newest articles and should be prompt in filling your orders. If your jobber is that kind of a man, stick by him.

If, on the other hand, he keeps you waiting for goods and needs jacking up before you get them, we would like to do business with you.

We ship all goods the same day the order is received. You can easily figure out just about when you ought to get them.

Why not get a copy of our latest catalogue? Drop us a postal to-day.

### The Victor Distributing and Export Company

77 Chambers Street

New York





## USE OF COPYRIGHT MUSIC NOT A BREACH OF STATUTE

Is the Decision of the Court of Last Resort in Belgium in the Suit Brought by Music Publishers Against the Manufacturers of Records for Talking Machines—A Summary of the Decree Will be Interesting to Makers of Records in This Country.

In the suit fought through to a final issue between the music publishers and manufacturers of records, with whom were joined the makers of all mechanical musical instruments, the court of last resort in Belgium decided every point in favor of the latter. The case was identical with that carried to the higher courts in France, but in which the manufacturers of talking machine records were mulcted in large amounts for royalties on certain kinds of copyright music used by them. The full decree has just come to hand. It is quite extended and abounds in legal verbiage. To summarize: The case was tried before the Fourth Chamber of the Court of Appeals of Brussels, the applicants being the Compagnie Generale des Phonographes, Pathe Freres and Societe Ullmann agst. Massenet and Puccini. The defendants in this action were the complainants in a previous action in the lower court, where they were successful in having the recording of copyright music by record manufacturers recognized as a breach of copyright. The talking machine manufacturers appealed against this decision, and the decree just handed down upholds their objection. The first defendants in the present suit are of French, and the second of Italian nationality. The appellants are French.

The judgment, in brief, is as follows: In matters of literary and artistic property the relations of Belgium with France and Italy are regulated by the International Convention of Berne of 1886. By the terms of this convention it seems that only foreign authors have the right to reproduce their works or to authorize their reproduction in Belgium in any manner or form whatsoever. This principle is subject to an exception expressed thus: "The manufacture and sale of instruments reproducing mechanically airs of music does not constitute musical infringement." The defendants contend that this exception is not imperative, and cannot attack broader rights than the interior legislations of the countries of the union may accord the authors against the unauthorized reproduction of their works; and that in consequence there is reason, in Belgium, to apply without any restriction the law of 1886.

It is stated that the supporters of the original act have been inspired by economical prejudices and that the States of the Union have yielded at the instance of the powers, which desired to protect an industry employing numbers of their workmen, and of which the future appeared to be compromised by the recognition of the absolute right of the authors. By the terms of the convention concluded between Belgium and Switzerland in 1867, for reciprocally guaranteeing artistic and literary property, the manufacture and sale of music boxes or analogous instruments cannot be subjected to any restriction or reserve. The decree proceeds to say that the introduction, manufacture, and sale of music boxes, or

analogous instruments reproducing the airs of music cannot be restricted between the two countries by any measure in execution of the present convention.

It adds that the text of the convention, like the French-Swiss one of 1882, leaves not the least doubt that the contracting parties engaged themselves to place the industry of mechanical instruments of music under shelter from claim of the authors, within their respective countries, and that the Berne convention has only consecrated anew that measure of industrial protection. It seems certain that those responsible for the act had principally in view the industry of music boxes, chiming watches, and hand-organs, very important at that time in certain countries of the union, and especially in Switzerland; but it is also true that the terms of the article are generous, and comprehend all instruments which mechanically reproduce music. Even if that disposition was exceptional in that it gave a check to the general principle acknowledging the absolute right of authors in their works, "it is not permitted to the judge," says the decree, "to make a distinction between the ancient instruments which have inspired the international accord, and the new instruments, which have entered into the terms of that accord." The talking machine is a mechanical instrument, or at least serves to mechanically reproduce music, and so enters into the category of the instruments of which the manufacture and sale are declared to be legal.

The decree sets aside the objection of the defendants that the placing on sale of copies of a disc or cylinder record constitutes a "veritable edition." It points out they have nothing in common with the conventional signs permitting publications to be read, and that, isolated from the instrument, they remain without any utility. It goes on to cite a decision of the English Court of Appeal of December, 1899, upholding a decision of the Lower Court, rejecting the demands of the authors that the right conferred by law on a composer of a musical work includes the prevention of a reproduction of the work on talking machine records. It further states that the same question has been agitated in France and decided in the same sense by the Court of Paris, which decided that the reproduction of music on talking machines does not constitute a musical infringement, because they are mechanical instruments, and the law has in a general fashion exonerated similar instruments.

The decree remarks that if the convention of 1886 were to be interpreted in the sense urged by the authors, it would result that, in Germany, France and England, foreign authors would enjoy more extensive rights than native authors. Dealing with the further objection that the machine reproduces at once the music and the words which are adapted to it, but that the airs with words are none the less airs of music entering

in the terms of the convention, it is stated that the authors of the words will be the sole persons having the right to complain, and it is pointed out that the defendants are the composers of music, and not at the same time the authors of the words reproduced by the machines of the appellants. The decree concludes by saying that it seems inequitable that the authors cannot, except in the case of public execution, secure any profit from the reproduction of their works, nor oppose such reproduction except in certain conditions; but that the court must decide that the authors are without right so long as the convention of Berne has not been modified or denounced. For these reasons the court sets aside the judgment appealed from, declares the defendants without right in their action, non-suits them, and condemns them to costs of both instances.

## SELLING NEEDLES BY WEIGHT.

How the Little Items Are Handled in Quantities Without Counting.

The cut in the prices of talking machine records has, according to the leading dealers, caused a much healthier tone in that branch of the business by greatly increasing its volume. The trade in needles has taken such a jump since January 1 that a Chicago house, which receives the goods in bulk, employs boys to weigh the needles and put them up in envelopes of 100 each. This is done on equally balanced scales: 100 needles are kept lying on one scale and the boy pours out enough upon the other scale to balance, which gives him the exact hundred without counting them.

## BIG RECORD PLANT AT AUBURN.

(Special to The Talking Machine World.)

Auburn, N. Y., Feb. 9, 1906.

The International Record Co. have a splendid plant in this city, located at 40 Washington street, and C. H. Woodruff, the local manager, while discussing business with The World, remarked that there was every assurance of an enormous business during the spring and summer. He stated that the orders which had been coming in from the jobbers and dealers were extremely large, and that with the ample facilities at the command of the International Record Co., he felt that they were well equipped to take care of the needs of the trade to the fullest extent.

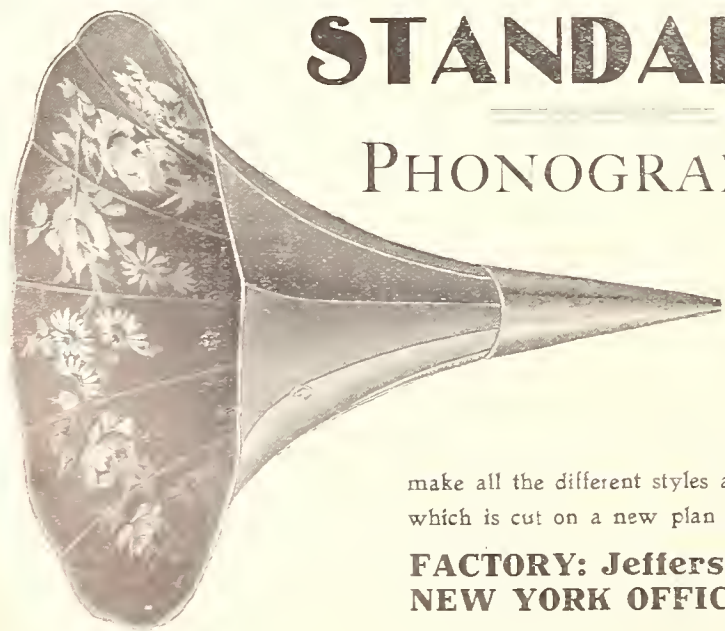
## PROOFS OF PROSPERITY.

A sure indication of the healthy condition of the talking machine business can be gathered from the volume of the supply business which is being transacted at the present time. The Hawthorne & Sheble Manufacturing Co., of Philadelphia report that during the month of January, 1906, they shipped out on orders 98 per cent more goods than in the corresponding month of last year, and that orders are still on the increase.

# STANDARD METAL MFG. CO.

MANUFACTURERS OF

## PHONOGRAPH HORNS AND SUPPLIES



Our Horns, as our name implies, are "Standard" in every respect. We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more evenly.

**FACTORY: Jefferson, Chestnut and Malvern Streets, - NEWARK, N. J.**  
**NEW YORK OFFICE AND SAMPLE ROOM: - - - 10 WARREN STREET**



## A Dealer's Gold Mine in Itself!

The New  
Twentieth Century

# COLUMBIA GRAPHOPHONE

(Style "Premier," 1906 Model.)

Especially adapted to Theatres, Halls, Auditoriums,  
Ball Rooms, Stores and the Home.



Retail Price,  
**\$100.**

Don't fail to  
write for  
Trade  
Discounts.

## A MONEY OFFERING TO DEALERS

The enormous profit to dealers who are handling this wonderful new Graphophone does not end with machine sales. A "Twentieth Century" Graphophone in your store will not only sell itself, but sell cylinder records faster than any other talking machine on the market.

For years experts have held to the theory that *all* the music was recorded on a record and but a thin reflection obtained in the reproduction. This theory is proved conclusively in the *wonderful* new



## TWENTIETH CENTURY GRAPHOPHONE!

which is the *first real substitute* for the living performer or singer and reproduces *with all the volume of the original*.

The Twentieth Century Graphophone is now being successfully used by Theatrical Companies, Concert Halls and Dancing Academies. A big attraction for any store. A satisfactory entertainer at home. Uses the new *Half Foot Long* Twentieth Century Gold Moulded cylinder records—50c. each—and all ordinary cylinder records.

The "Twentieth Century" Graphophone marks a new era in the talking machine industry and no up-to-date live dealer should delay a moment in sending the inquiry coupon for full particulars, terms and trade discounts. They'll prove more than interesting. It is placed there for your express convenience and places you under no obligation to buy.

Dealers find it the greatest record seller ever introduced.

## COLUMBIA PHONOGRAPH COMPANY, Gen'l

Creators of the Talking Machine Industry. Owners of the Fundamental Patents  
Largest Manufacturers in the World

Grand Prize, Paris, 1900. Double Grand Prize, St. Louis, 1904

CUT OUT AND SEND THE ATTACHED COUPON TO-DAY

Tear Off Here. Fill in and Mail To-Day to  
**COLUMBIA PHONOGRAPH CO.,**  
90-92 West Broadway,  
New York.

Dear Sirs—I am interested in your new "Twentieth Century" Graphophone. Send me full details, prices, terms, etc., at once.  
Yours truly,  
Name .....  
Address .....  
T. M. W.





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**IMPORTANT.**—Advertisements or changes should reach this office not later than the 9th of the month and where proofs are required, by the 7th. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, FEBRUARY 15, 1906.

A PERSONAL survey of the talking machine field in the principal cities East and West during the past two months has furnished indisputable proof of remarkable trade conditions which exist in this industry. The business is going ahead by leaps and bounds, and the manufacturers, notwithstanding their enormously increased plants, have been unable to keep up with the avalanche of orders which have been pouring in upon them from every quarter of the globe. They are doing their utmost to relieve the situation by working overtime, and some are preparing for substantial additions, in order to more promptly meet with the requirements of the trade.

BUSINESS in the Middle West in all lines is unusually brisk, and the talking machine jobbers and dealers are enjoying their full share of business prosperity. Big orders have been placed for machines and supplies, and probably the largest orders for records ever taken have been given out to leading houses within the past sixty days.

It would seem from present indications that the cut in record prices has stimulated an unprecedented demand, and it is no longer the vogue to take orders for a few records, for the quantity orders run up into big figures nowadays.

The leading manufacturers have taken liberal space in periodicals of wide circulation, and in this manner they have helped the jobbers and dealers in their respective sections.

ONE of the largest manufacturers, while discussing business conditions with *The World*, predicted an unprecedentedly brilliant business for 1906. Certainly, proof of the unusual demand for everything in the talking machine line is furnished by the fact that ample as have been preparations for increased trade, the manufacturers are still unable to cope with all the business which is being turned their way from every section of the country.

Another encouraging trade sign may be seen in

the fact that from all over the country orders are being placed for some of the most expensive talking machine products. This emphasizes the fact that the talking machine men have good reason to be optimistic and enthusiastic as regards the outlook for the new year.

THE majority of talking machine men find conditions most encouraging, and there is no reason why the new year should not result in as substantial an increase as 1905 exhibited over the preceding year. The country has plenty of money, and people are inclined to buy more liberally in all lines. Collections, too, which are always a pretty exact indication of the state of affairs in the business world, were never better than at the present time, therefore to sum up the business situation, we may say that there never was a year in this industry which opened amid more favorable circumstances than those which surround the inception of 1906.

IT is the unanimous opinion of many talking machine men everywhere that great and widespread as was the prosperity of 1905, it will be far surpassed during the present year. Nor is it difficult to find a sound basis for this optimism. Wherever we turn our eyes we find evidences of prosperity; crops have been unusually large and prices for farm products have been high. The iron and steel industry never was more active than it is at present. The railroads are even now having more freight than they can carry with any degree of promptitude, and they are spending vast sums for improvements.

THE bank clearings of the country show a large increase, and merchants in general, as well as the majority of manufacturers, are extending their facilities as the result of increased business, and in the conviction that the demands upon them will be greater than ever.

Politically and financially, the country is on a safe basis. In fact, the signs of prosperity due to the natural healthy growth in expansion are many and varied, while the pessimists must seek in vain for untoward conditions.

LAST month there was a meeting of talking machine jobbers in Cincinnati, and in March another meeting will take place in Pittsburgh. This will be the third meeting which has occurred in the West within the past few months, and these meetings show that there is a steady trend among the talking machine people toward organization of some kind. Jobbers and retail associations in other lines have accomplished some excellent results, and there is no reason why the talking machine people cannot also win some good things through united effort. It is to be hoped, however, that at the start they will not attempt to accomplish too much. The great trouble with the promoters of organized work is that at the start they try to do too many things, and as a result usually fail in accomplishing anything.

NOW, if one definite object is held up as worthy of accomplishment, and all others are sidetracked until the one most desired point has been won, then it is safe to say an organization is on the right trail, and one which will lead ultimately toward better things. It is a very nice thing to have a lot of pet theories on easy tap; they are mouth-filling and pleasant to discuss with one's friends, but getting right down to solid business, there are really only a

few business matters upon which competitors may act in concert. The moment arbitrary rules are adopted, or ironclad agreements made regarding sales, there comes a break, because the American business man will not submit to fettering his own possibilities. He wants freedom of action, and he will have it, and the talking machine jobbers might take a lesson from other trade associations, and not attempt to accomplish too much at the outset. If they do they will be liable to fall down, and falls usually injure.

SOME well-known talking machine manufacturers have been taking up actively a matter which is of the most vital interest to the entire trade, one which affects not only manufacturers but jobbers and dealers everywhere. Quiet but effective work has been carried on, and through concerted action the talking machine men have been enabled to secure a reduction in freight rates for talking machines through a reclassification of machines and records. This new rate will be placed in effect on April 1, and there will be but one classification for talking machines and records throughout the United States and Canada. This new rate will insure a reduction from one-and-one-half first to first classification in less than carload lots, and to third class in car lots.

RAILROAD men for a number of years have placed a high classification on talking machines on the ground that the talking machine was a novelty and a fad, and the rates on records was double first in some sections of the country.

Naturally this high freight tariff interfered seriously with the business, particularly in the far West, where the exorbitant tariff made the profitable handling of talking machines almost out of the question.

Great credit is due the talking machine men who successfully won out in this freight rate fight. They have fought the matter persistently for more than two years, as at first the railroad officials were not inclined to grant a lessening of freight charges. But after various discussions a reduction was secured which will take effect as we have stated.

THIS new freight rate will mean the saving of a good many dollars to talking machine dealers in every part of the Union, particularly those on the Pacific Coast. This new condition shows how completely the old ideas regarding the talking machine being a fad have become extinguished. When selfish business institutions like railroad corporations concede to an industry its just demands in such a manner, it is at once a compliment to it, and is as well a splendid indication of how radically public sentiment has changed toward the talking machine. It is not only a good illustration of a recognition of changing conditions, but it is the kind of recognition which means added profits to merchants, for the members of this trade will save a good many dollars at the end of the year through the inauguration of the new freight tariff.

WE wish to make *The World* the forum of the trade in the truest sense, and would suggest to the readers everywhere to send in specimens of their advertising, as we desire to feature this in future issues. Also we will take up trade discussions regarding selling points, business methods to develop trade, and other essentials in which the talking machine men are directly interested.



## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

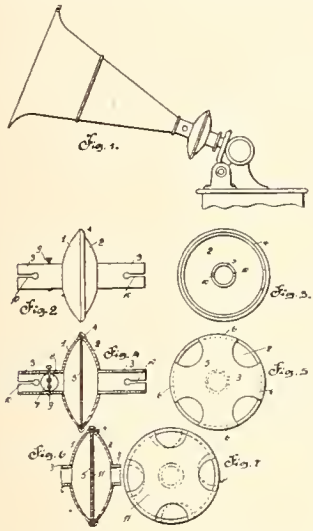
Washington, D. C., Feb. 12, 1906.

ATTACHMENT FOR MUSICAL INSTRUMENTS. John O. Houser, Pittsburg, Pa. Patent No. 811,295.

This invention relates to certain new and useful improvements in attachments to be used in connection with graphophones, phonographs, and the like reproducing musical instruments.

The primary object of the invention is to provide an attachment for improving the sonorous qualities of an instrument and to regulate the volume of tone produced by an instrument, at the same time maintaining a mellow and soft sound.

Figure 1 is a side elevation of a graphophone equipped with this improved attachment. Fig. 2 is a side elevation of the attachment. Fig. 3 is an end view of the same. Fig. 4 is a vertical sec-



tional view of the attachment. Fig. 5 is an end view of a portion of the improved attachment, illustrating a diaphragm used in connection with the attachment. Fig. 6 is a vertical sectional view of a modified form of construction that may be used in connection with the attachment, and Fig. 7 is an end view of a portion of the same.

PHONOGRAPH SPEED-INDEX. Peter Weber, East Orange, N. J., assignor to New Jersey Patent Co., Orange, N. J. Patent No. 811,010.

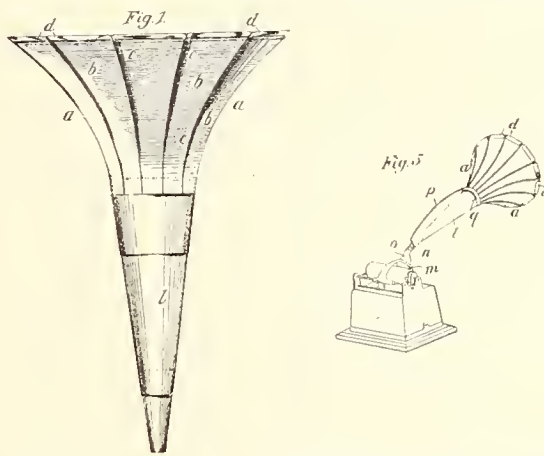
This invention relates to an improved device for addition to an ordinary phonograph for indicating the speed at which the mandrel may be operated. This is a desirable practical requirement, since, as is well known, it is highly important that a phonographic musical record

should be reproduced at the same surface speed at which the original master-record was secured, and with present devices the determination of the proper speed is a matter of careful adjustment and with most users a question of mere guesswork. This invention provides a very simple index by means of which the phonograph may be adjusted at the desired speed without the necessity of any experimental manipulation.

Figure 1 is a sectional view of a part of the mechanism of an ordinary phonograph, showing the top plate, motor-frame, governing lever, governing-disc and adjusting screw, with my present improvements applied thereto; and Fig. 2, a top view looking down on the adjusting screw.

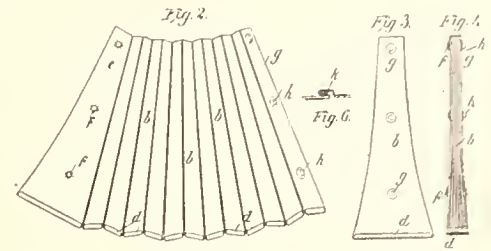
HORN FOR EAR-TRUMPETS, ETC. Gustave Harman Villy, Manchester, England, assignor to United States Horn Co., New York, N. Y. Patent No. 12,442.

This invention relates to improvements in con-



nection with horns or trumpet-like sound distributors or collectors for use upon phonographs, gramophones, and other like instruments, and also for ear-trumpets, fog-horns, and other sound distributing and collecting devices, the object being to provide a horn or trumpet-like device which can be folded when not in use, so as to be capable of ready transportation and for placing within the case of the phonograph or in the pocket of the user when it is to be applied to an ear instrument or the like. The accompanying

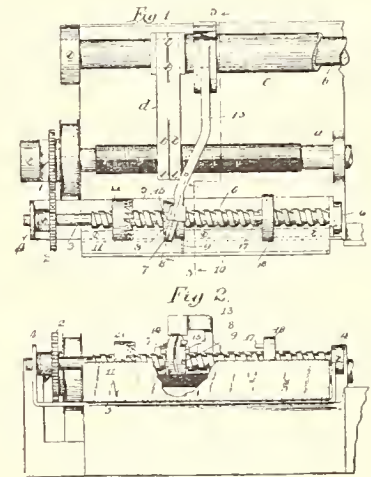
drawings represent one form of the invention. Figure 1 is an elevation of the complete or erected horn. Figs. 2, 3, and 4 are detail views illustrating the manner in which the horn can be collapsed or folded. Fig. 5 is a perspective



view illustrating one convenient application of the improved horn to a phonograph. Fig. 6 is a detail view on an enlarged scale.

REPEATING ATTACHMENT FOR PHONOGRAPHS. Edward L. Aiken, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 810,018.

This invention relates to devices which are applied to phonographs and other talking machines



by means of which the sound-box may be automatically raised at any desired point of the record and returned to any other desired point, whereupon the sound-box is caused to descend into operative engagement with the record, so that the same selection can be played over and over again without any attention on the part of the operator.

The present invention has for its object the provision of such an attachment which will be simple in construction, cheap to manufacture, reliable in operation, and which will effect the elevation and depression of the sound-box without sudden or abrupt movements.

Reference is hereby made to the accompanying drawings, in which Figure 1 is a plan view showing the invention in its preferred form applied to a phonograph, of which only the adjacent parts are shown. Fig. 2 is a front elevation of Fig. 1. Fig. 3 is a section on line 3 3 of Fig. 1 and shows the parts in the positions assumed during the return movement of the sound-box. Fig. 4 is a similar view showing the same parts in the positions assumed during the forward travel of the sound-box. Fig. 5 is a section on line 5 5 of Fig. 3. Fig. 6 is a section on line 6 6 of

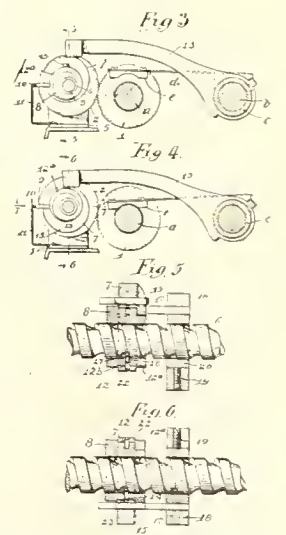
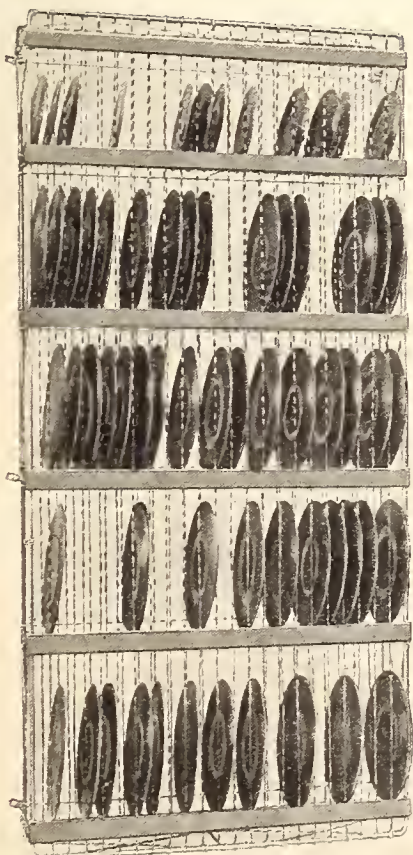


Fig. 4. Fig. 7 is a section on line 7 7 of Figs. 4 and 9. Fig. 8 is a section on line 8 8 of Fig. 1. Fig. 9 is a view similar to Fig. 8 and showing the parts in the positions which are assumed when the sound-box is in its lowered or operative position. Figs. 10 and 11 are diagrammatic views illustrating a modification. Figs. 12 and 13 are similar views of a second modification. Figs. 14 and 15 are similar views of a third modification.



# MONEY!

A subject that interests everybody. If we could but impress on your mind the amount of money that you could save by using "The Heise System" of Wire Racks for your stock of records, we would be unable to supply your wants fast enough to suit you.

We illustrate our latest Heavy Stock Size Rack for Disc Records, the 2-D, capable of holding over 1000 records from 7 in. to 12 in.

The Price is \$10.00

Subject to a Discount to Jobbers Only.

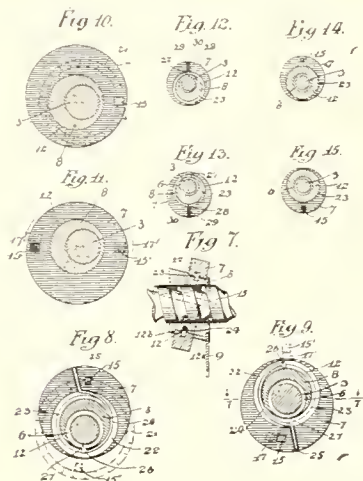
Catalogues for the asking.

**SYRACUSE WIRE WORKS**  
SYRACUSE, N. Y.

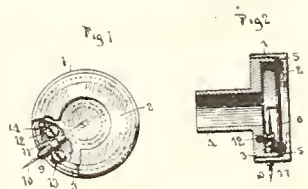


SOUND-BOX FOR TALKING MACHINES. Bentley L. Rinehart, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 819,981.

This invention relates to sound-boxes for talking machines, and particularly to that part of



the same which is known as the "stylus-bar," and comprises means for mounting the same upon the sound-box, whereby the same is more efficiently held in position, while at the same time greater freedom of movement is allowed to the action of the stylus-bar and stylus in connection with the talking-machine record. It will be seen by these illustrations that by this construction



the stylus-bar is held loosely in position when the sound-box is not in use; but when the needle is brought upon the sound-record so as to be inclined thereto at the usual angle there is a tendency to rotate the stylus-bar about a horizontal axis, so that one of the trunnions is forced downwardly into the groove of the screw 15, while the opposite trunnion is forced upwardly into the groove of the screw 12. This position of the stylus-bar also results in a tendency of the trunnions to move longitudinally in an upward direction; but said movement is prevented and the stylus-bar is held in the requisite transverse



position by means of the pin 14, which forms a thrust-bearing. In these forms of construction many advantageous results are produced, among which may be mentioned great freedom of movement of the stylus-bar and the fact that in constructing a large number of sound-boxes the bearings or screws when once placed in position will always have the same amount of friction and other effects upon the stylus-bar which will cause all of the sound-boxes so manufactured to have the same degree of quality of tone and uniformity of action without the employment of delicate ad-

justing means, which are liable to become displaced after continuous use. These constructions also do away with the use of springs or other resilient mountings, which vary in their quality, resiliency, and durability in different sound-boxes and at different times in the same sound-box.

MEMBRANE OF GRAPHOPHONES, ETC. Arturo Camilo Piccinini, Buenos Ayres, Argentine. Patent No. 804,264.

This invention relates particularly to the sound-box casing or diaphragm support and to the stylus support, and the objects of the invention are to provide an extremely simple and effective form of casing or diaphragm support which may be produced at an extremely low cost, and also one in which a multiplicity of parts is avoided, and, further, to provide an extremely simple and efficient stylus support which may be readily assembled and quickly and accurately adjusted while the graphophone is in operation.

AMPLIFYING HORN. Chas. J. Eichhorn, Newark, N. J., assignor to the Tea Tray Co., same place. Patent No. 797,724.

The objects of this invention are to secure greater stiffness and strength in an amplifying horn at the smaller end thereof where it is coupled to a talking machine, recording machine, or similar apparatus or device, it being understood that such horns are usually attached and supported at their smaller end, the large end projecting in a horizontal direction away from the bearing or support to which the horn is secured. Other objects are to enable the horns to be manufactured with greater facility and ease, to present a neat finish at the extremity, and to secure improved effects in the reproducing operations.

## MRS. LANDER WANTS INFORMATION

Regarding the Stockholders of the New England Phonograph Co.

(Special to The Talking Machine World.)

Augusta, Me., Feb. 9, 1906.

A petition for a writ of mandamus to compel the clerk of the New England Phonograph Co., a corporation organized under the laws of the State of Maine, prayed for by Edna Lander, of Gardiner, a stockholder, was made before Judge A. M. Spear at the court house Saturday forenoon. The clerk of the defendant corporation is A. C. Stilphen, an attorney of Gardiner, and he appeared to offer objection to the granting of the petition. The plaintiff was represented by George W. Heselton, of Gardiner.

From the testimony offered at the hearing it appears that Mrs. Lander, desiring to possess a knowledge of the true identity of the stockholders and other information of interest concerning the defendant corporation, made demands at divers times upon the secretary of the corporation for the privilege of an examination of the records of the corporation. It was asserted that the secretary had permitted Mrs. Lander, "through courtesy," to make minutes of certain portions of the corporation records, although he is said to have refused to recognize her legal right to do so, claiming that as the one share of stock which she owns had never been legally transferred upon the books of the corporation, she was not a registered stockholder, and acting without her legal rights in making an examination of the records.

At the conclusion of the testimony Mr. Stilphen filed a writ to dismiss the petition. The case is an important one and one that involves intricate points of law, and it is presumed that the decision rendered in this action would have great bearing upon legal actions affecting the interested parties that might follow. Judge Spear took the matter under advisement.

Victor H. Rapke, 1661 Second avenue, New York, is perfecting a label system for Victor record stocks. He has also placed on the market labels for the Edison grand opera records of the same size and style as his line for the regular list, starting with "B1."

## FOREIGN AND NATIVE MACHINES

Contrasted Much to the Advantage of the United States—Wherein Machines and Records Excel—European Trade in South America.

A comparison of foreign talking machines with those of domestic make by an expert on such matters, who is spending some time in this country looking over the field, results very favorably for the American product. In speaking of the disc machines from an impartial standpoint, he said: "The one great point of excellence first noticeable is in the records. They are much clearer and more even than the average foreign production, and but for the fact that the vocal selections are not in the native tongues of the various European countries, the 'folk songs' to which they have been accustomed, they would be far more popular abroad than their own product. A good example of this is shown by the enormous sales of the high-grade operatic records in Italian. So far as the mechanism of the best grade of European machines is concerned, motors, as a rule, are inferior to the American product, although there are a couple of exceptions to this rule. So long as there is any doubt as to the validity of the Berliner patents, the European makers will not endeavor to compete for business in the United States, but will devote their attention to South America, which promises to be a very profitable field. The large manufacturers are emulating the example of their competitors in this country by making exhaustive researches tending to the perfection of the talking machine in every detail, and the most eminent students of acoustics and applied mechanics have taken the matter up."

## THE VALUE OF A SIDE LINE.

Mr. Jacot is a Great Advocate of the Instalment System as Applied to Music Boxes Which Go Well With Talking Machines.

Mr. Jacot, of the Jacot Music Box Co., is a great advocate of the instalment plan in the sale of music boxes and similar merchandise, and his company have found the plan to be attended with the utmost success. In a recent interview he said to The World: "There are many people who want the things that adorn and beautify the home, but who feel that they cannot afford them. When they look at a music box and hear the price mentioned, they regard it as a luxury only obtainable by the wealthy. But when a salesman can show them, that by saving a small sum daily, they will in a short time become its absolute owner, they will quickly add it to their cherished possessions. We have placed thousands of them in homes on the small weekly payment plan, that under other conditions would never have been charmed by their sweet tones. Dealers in that class of musical merchandise, who wish to become successful, no matter whether they are in a small village or big city, must sooner or later adopt this plan. Those that have done so have found their sales leap up with a bound. In our experience, the percentage of loss has been very small, and under a good system, any danger is practically eliminated. Dealers in talking machines are finding the Mira music box a splendid side line, as the two dovetail splendidly together."

## HARRY BROWN WITH STEINERT CO.

Harry Brown, for many years manager of the talking machine department of the J. A. Foster Co., of Providence, R. I., has now connected himself with the M. Steinert & Sons Co., of Boston. "Harry" is looking after the growing trade of the many branch stores of the Steinert Co. Mr. Brown has had many years' experience in the talking machine line; is thoroughly familiar with each phase of the business, and we predict he will be as successful with the new company as he has given satisfaction with his former employers.



## The House of York

Is not only noted for the manufacture of

The Best Band Instruments

on earth, but for the publication of some of the

Best Band and Orchestra Music

"Columbia House of York"

in the market. The pieces named below are published for both Band and Orchestra; we shall be pleased to send you our complete catalogue, price-list and sample parts on request.

Remembrance March, Walter Lewis; Mazie Waltzes, Ellis Brooks; The Morton March, Ellis Brooks; The Minstrel King March, Jos. Norton; Little Nugget Overture, Geo. D. Barnard; The Emblem, Solo for Trombone, Baritone or Cornet, Ellis Brooks; Golden Leaf, Solo for Trombone, Baritone or Cornet, Geo. D. Barnard. And many others besides. Remember the address.

J. W. YORK & SONS  
GRAND RAPIDS, MICH.



## TRADE NEWS FROM ALL POINTS OF THE COMPASS

The New Jersey Court of Errors and Appeals has decided that where the defendants did not affix a trade word or mark to an article after it had been purchased by them for a consumer, they were not entitled to claim the right to use the word as a trade-mark. The court said: "A mark that is not fixed to an article of barter until after it has been purchased for a consumer lacks the essential elements that entitle a trade-mark to equitable protection."

With the addition of twenty-one new pressing machines made by the Universal Talking Machine Mfg. Co. to their pressing plant in Newark, N. J., and with two working shifts—night and day—their daily capacity will be 16,000 records. This will be again increased as soon as further machines are obtainable, and now in course of construction. The company are 200,000 records behind on orders. Their Zonophone discs stand second to none in the world for tonal quality, brilliant yet true, and smooth. Their band and orchestra numbers are superb. So experts say.

President Babson is devoting the closest attention to the work of producing records that must stand the severe tests of criticism by eminent experts, and as instance of this, though forty masters are made weekly, only twenty-five titles are bulletined monthly. His process of elimination is drastic, but it is eminently effective. In issuing their list, commencing with April, covers of special design, each different, will be used. Advance proofs show some elegant pictorial effects and artistic colorings.

A new end piece for horns used on Edison machines, whereby a different size can be used without removing the entire attachment, is being made by the Standard Metal Mfg. Co., 10 Warren street, New York. The device fills a long-felt want. The company are also preparing a

catalogue—their first—of their entire line, which embodies some of the best finished goods on the market.

In the United States Circuit Court, Philadelphia, on Jan. 17, Judge Holland handed down orders discontinuing suits in the cases of the Edison Phonograph Co. against the Victor Talking Machine Co., and the Mutual Phonograph Co. against the Victor Talking Machine Co.

Wm. Pelzer, of the National Phonograph Co.'s legal department, was taken ill at Albany, N. Y., while concluding a trip through Pennsylvania and New York States, and came home, where he was confined for a week. He is now around and about again.

After a run through New England and calling on the New York City jobbing trade, P. B. R. Bradley, chief traveler of the International Record Co., Auburn, N. Y., left for Pennsylvania and Ohio, and subsequently will be in the West for a couple of weeks. His report of business is of the best.

When the Iris Music Co., which conducted the music and talking machine departments of the Adams Dry Goods Co., New York, was petitioned into bankruptcy Friday last, the Leeds & Catlin Co., manufacturers of Imperial records, secured a judgment of \$1,313 against the concern and Louis Iris personally. The bankrupt company has abandoned the business; assets, \$2,500, consisting of stock and outstanding accounts.

Again M. A. Miller, the attorney-promoter, is figuring as closing a deal in the trade. This time it is a patented record composition of German origin, and possessing merit for which \$100,000 was the upset price. Later this quotation is reported as having dropped materially.

Several prominent people were mentioned in connection therewith, but all preserved an inscrutable silence as to the "inside story."

The United States Horn Co., a corporation of recent organization, but not operating, acquired patent No. 812,442, issued Jan. 30 (originally numbered 739,954, and dated Sept. 29, 1903), for amplifying horns, by assignment from Gustav H. Villy. They are also said to have secured the Nelson patent, which is spoken of as controlling the manufacture of fiber and paper horns. The Nova Phone Horn Co., New York, reports from the United States Horn Co. state, have been served with a restraining order.

General Manager Macnabb, of the Universal Talking Machine Mfg. Co., states his travelers, who are now back on their regular fields, are handing in great reports. Doc. O'Neill turned a nice trick in Pittsburg, Pa.; and, previous to going West, B. Feinberg performed a similar feat in Boston. Wm. T. Boyd, in Ohio, is already going ahead of his record. G. L. Goodday is no longer with the company. For the first time the Rudolph Wurlitzer Co., Cincinnati, have taken on Zonophone records, their initial order calling for 5,000 ten-inchers and fifty machines.

Dan McCarthy, with Sherman, Clay & Co., San Francisco, Cal., has been East for a couple of weeks, dropping in to see the talking machine and record manufacturers. This company have seven large rooms devoted exclusively to the line, handsomely decorated and equipped. The establishment was fitted up by L. F. Geissler before accepting his present position as manager of sales with the Victor Talking Machine Co., Camden, N. J.


The beautiful line of record—cylinder and disc—cabinets, shown by the Douglas Phonograph Co., 89 Chambers street, New York, is considered the largest and most attractive in the country. In fact, the company are looked upon as the pioneers in this branch of the jobbing business, credit which is due and is true. Their selection of designs and finishes demonstrates almost faultless judgment, if such a term can be appropriately applied to things finite.

H. H. Stanley, who has been in China and Japan since January, 1904, for the Columbia Phonograph Co., General, returned to San Francisco, Cal., a few weeks back. His work has been of a most valuable and far-reaching character, and has resulted in a material widening and strengthening of the company's trade relations in that part of the world. Mr. Stanley is attached to the San Francisco office, and is personally esteemed a prince of good fellows in the best sense of the word.


Final decrees have been issued by Judge Platt, of the United States Circuit Court, in the suits of the National Phonograph Co., Hartford, Conn., against the American Graphophone Co., dismissing the bills of complaint and assessing the costs on the defendant company, \$439.05 in one suit and \$370.95 in the other.

W. J. Wolf, of the Fulton Phonograph Co., 283 Fulton street, Brooklyn, has recently disposed of his outside interests and is now throwing himself heart and soul into his talking machine business. The Fulton Phonograph Co. are laying in a large supply of Edison and Victor machines and records, and they are now enlarging their sales-rooms in order to better handle their growing trade. Both Mr. Wolf and his partner, Mr. Lind, are of a mechanical bent, and have added quite a number of valuable attachments for use on all machines.

When Wm. Toennies, of the Eclipse Phonograph Co., Hoboken, N. J., moved into his new and spacious quarters at 203 Washington street, he thought he had made ample allowances for business expansion for a year or so. But so phenomenal has been the inrush of new business that



# "THE WHITE BLACKMAN"



**WILL GIVE YOU THE GOODS**

AN

## Edison

Jobber

A

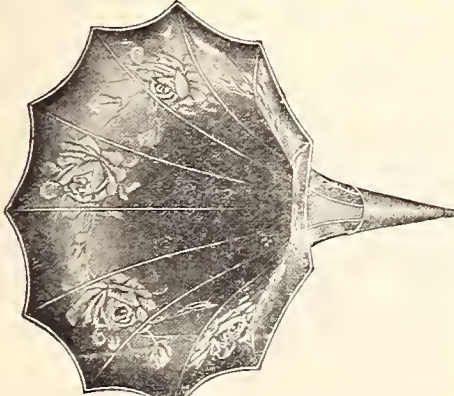
## Victor

Distributor

**"IF BLACKMAN GETS THE ORDER, YOU GET THE GOODS."**

### BLACKMAN FLOWER HORNS

WITH HAND PAINTED FLOWER DECORATIONS.



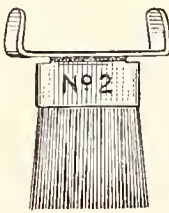
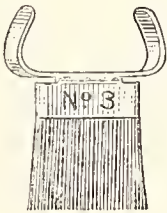
(Style No. 12). Size, 31 x 23 1/4 inch bell.

Made in our new Style Pointed Bell, combining beauty and strength. Send for circular and Dealers' Prices.

- No. 11. Black and Gold (Chrysanthemum Decoration inside).
- No. 12. Black and Gold (White Rose Decoration inside).
- No. 21. Maroon and Gold (Pansy Decoration inside).
- No. 22. Maroon and Gold (White Rose Decoration inside).
- No. 32. Blue and Gold (Pink Rose Decoration inside).
- No. 33. Blue and Gold (Wild Rose Decoration inside).

### New Style Place Record Brushes.

NOW READY.

PATENT ALLOWED.

No. 2 fits *Standard* or *Home*.

No. 3 fits *Gem* or *Triumph*.

on Old or New Style Models.

LIST PRICE, 15c. EACH.

We give DEALERS and JOBBERS a GOOD PROFIT. WRITE for DISCOUNTS and Samples.

The Place Brush clamps under the speaker arm and AUTOMATICALLY removes all dirt or dust from the RECORD, so the sapphire runs in a CLEAN TRACK and insures a GOOD REPRODUCTION.

WE OWN THIS INVENTION and WILL PROSECUTE INFRINGERS.

## Blackman Talking Machine Co.,

GET THE BLACKMAN HABIT AND YOU WILL KEEP IT

J. NEWCOMB BLACKMAN, Prop.  
"The White Blackman."

## 97 Chambers St., New York



he finds himself overcrowded with orders. In a chat with *The World*, Mr. Toennies said: "Instead of the general slack after the holidays, our business has been steadily on the increase, although we have been handicapped by the inability of manufacturers to make shipments with anything like promptness. Meanwhile we are holding all our old trade and are steadily adding new, which is a pleasing condition."

E. B. Connell, manager of the talking machine department of M. Steinert & Sons Co., the widely known piano dealers, was in New York within the past fortnight arranging to put stocks in their branches in Brockton, Fall River, Fitchburg, Holyoke, Lawrence, Lowell, Marlboro, New Bedford, Northampton, Pittsfield, Springfield and Worcester, Mass.; Bridgeport, New Haven and Stamford, Conn.; Portland, Me.; Dover and Manchester, N. H., and Providence, R. I.

J. H. Robusto, Croton Falls, N. Y., besides carrying the Edison and Victor goods, also handles a choice line of musical merchandise, which he finds harmonizes splendidly with talking machines, as it brings him a superior and profitable class of trade.

Dr. E. F. O'Neill, the star of the Universal Talking Machine Mfg. Co.'s traveling staff, after landing a juicy order in Cincinnati and sending in a bunch of cash subscribers for *The World*, writes: "I will do all that comes in my way to get those who are not taking the paper to subscribe regularly, as *The World* is apparently an educator and a material assistance in the enlightenment of the talking machine dealers and jobbers."

Writing from the Virginia Hospital, Richmond, Va., on February 10, B. Feinberg, representing the Universal Talking Machine Co. in the Northwest, says: "I recently met with an accident while traveling through Maine. I sprained my knee, but I continued on my trip, so I started West January 29, making Baltimore my first stop, where I was successful in starting two new zon-

ophone jobbers. Arrived in Richmond Va., February 3, I was unable to walk, as my knee was badly inflamed and swollen. The doctor said I must have absolute rest, so I went to the Virginia Hospital on the 4th, and am getting along fine now. I expect to leave the hospital in a few days, when I will again be ready to write 'Zono.' orders. From here I go to Louisville, Ky., then Chicago, from where I go to the Northwest, my regular territory."

The Victor Co. recently sent out an inquiry to their distributors, asking their opinions regarding the advisability of referring in their magazine advertising to the fact that their distributors would be pleased to sell the Victors on the instalment plan. Almost without exception, the distributors replied that they were agreeable to the idea, and thought it an excellent one; but what the letter brought out in the replies, unsolicited, was the excellent opinions which the distributors held of the advisability of selling Victor goods on the instalment plan.

"Wait 'Till the Sun Shines, Nellie," 10-inch, No. 031,299, is a record that is attracting much favorable comment from the trade this month. It is a quartette selection made by the American Record Co. From the character and size of the orders that they have received for this selection it bids fair to outlive the success of the "Shade of The Old Apple Tree."

The officers of the Musical Echo Co., Philadelphia, Pa., are: F. W. Woolworth, president; E. J. Hogan, vice-president; H. T. Parsons, secretary and treasurer; D. V. W. Bentley, manager. This company state that they are in no way connected with the Victor Talking Machine Co., except as buyers and sellers of the Victor machines.

Victor H. Rapke, 1661 Second avenue, New York, is furnishing the trade with labels and trays for the new Edison grand opera records. They are the same size and style as the regular stock, which is known all over the country.

One of the live jobbers of Nashville, Tenn., are Magruder & Co., now in their new premises, 27 Arcade, a recent change of address. The O. K. Houck Piano Co., with a branch in the same place, have devoted a whole floor to their jobbing trade. They carry 20,000 Edison gold moulded records in stock. The company's main place is at Memphis, where they carry also a great line of talking machine goods.

A ruling of the Treasury Department made January 31, on the exportation of music sheets used for diaphragms in sound boxes, manufactured in part of imported material, a drawback will be allowed equal in amount to the foreign music so used, less the legal deductions of 1 per cent.

The Blackman Talking Machine Co., 97 Chambers street, New York, now have ready for delivery the new style Place Automatic Record brushes, which will fit either old or new style Edison phonographs. This brush has proven one of the most useful articles, and as they are giving dealers and jobbers a good margin of profit it is a profitable article to handle. The new brushes are illustrated in their advertisement in this issue.

The attention of dealers in Edison phonographs is called to the line of horn cranes manufactured by the Hawthorne & Sheble Manufacturing Co., of Philadelphia. These cranes are very substantial in construction, attractive in appearance, and are meeting with unprecedented sale on the market.

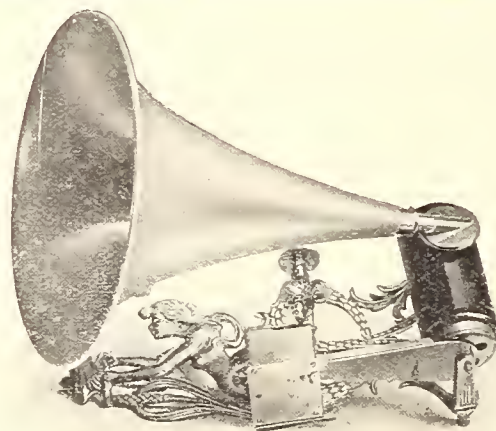
Saturday (17th) A. P. Petit, manager of sales of the Douglas Phonograph Co., New York, one of the cleverest men in the line, will become a benedict, the young lady in the case being Miss Lila M. Wagar, of Brooklyn, N. Y. The wedding will be private. Their honeymoon will be deferred until the spring, when Mr. and Mrs. Petit sail for Europe April 25, for which arrangements have already been completed. *The World* congratulates the happy pair in advance.

# AUTOMATIC SALESMEN

for more expensive Phonographs and Record Movers, is the universal opinion of the trade in regard to our machines.



Lyra 1906 Model.



Mermaid 1906 Model.



Clarion 1906 Model.

{ Immediate Deliveries from New York Stock.  
Low Prices and Unusually Large Discounts.  
All Machines Thoroughly Tested Before Shipment. }

We sell Premium and Scheme Machines also—  
the best and lowest priced on the market.

**THE EDWIN A. DENHAM COMPANY, Inc.**

LONDON

BERLIN

WASHINGTON

31 Barclay Street, NEW YORK



## NOTES FROM THE EMERALD ISLE.

The Mme. Patti Records Destined to Create Quite a Furore—Modern Talking Machine as Compared With the Early Creations—Arrival of Edison Machines Welcome—Zonophone Co.'s Goods—Some Worthy Publications—The Talking Machine as an Educational Factor—A Demonstration by T. Edens Osborne—The Russell Hunting Record Co.—Other News of Interest.

(Special to The Talking Machine World.)

Belfast, Ireland, Feb. 5, 1906.

Quite a furore has been created by a recent announcement of the Gramophone Co. that the celebrated cantatrice, Madame Adelina Patti—otherwise the Baroness Cederstrom—had made fourteen records for them, a large percentage of which are selections of the most popular songs in the world. Under same cover I hand you list of the titles, which you will observe include "Home, Sweet Home," "Old Folks at Home," "Kathleen Mavourneen," etc., the singing of which by the great prima donna has invariably touched the hearts of all English-speaking people, and has endeared her to everyone whose heart is—to quote Shakespeare—"made of penetrable stuff."

Her letter, of which I enclose copy, "speaks volumes" for the acknowledged perfection of the modern gramophone. In contemplating the wonderful evolution of this marvelous instrument, my mind reverts to the first gramophone ever offered in Belfast for sale—in September, 1898—by T. Edens Osborne, which, as compared with the "Taper-Arm Monarch" of to-day, was but a primitive device. The same line of reasoning equally applies when contrasting the present Edison "Triumph" with the first Edison electrically-driven phonograph he fetched to Belfast, and which cost him about \$300 in New York, on his return from the World's Fair at Chicago in 1893.

The shipment of Edison "Gems" and "Standards," which should have reached Belfast before Christmas, only arrived by the largest turbine steamer afloat, the "Carmania," at end of January, much business having been lost in the interim. The gigantic output of the Edison factory having proved insufficient to cope with orders is rightly construed here as an indication that Edison products still stand unrivaled in public favor.

The British Zonophone Co.'s goods continue their onward march; indeed, it can be safely stated that no disc records have—within such a short time—acquired such an enviable popularity or phenomenal sale. The February samples which the general manager, Mr. Mellerio, fetched to Belfast to exhibit to his factor (Mr. Osborne) were of excellent quality.

The February issue of the Edison Phonograph Monthly, published by the National Phonograph Co., Ltd., London, is a most interesting trade brochure, printed on superior paper, and replete with most useful information for both dealers and jobbers, who congratulate themselves that they are now kept *au courant* with all matters connected with the talking machine industry through the medium of the periodical referred to; also the Gramophone News, concerning which no encomium could be considered exaggerative, and the two journals now published in London, Talking Machine News and Phono Trader.

On evening of Feb. 9 an important function will take place at the Belfast Municipal Technical Institute which serves to indicate the interest which the principal of that important educational establishment, Francis C. Forth, A.R.C. Sc.I., is manifesting in the "talker" as a language teacher. He has arranged that T. Edens Osborne will demonstrate to all the pupils of the institute who are studying French and German the efficacy of the genuine Edison phonograph, the gramophone and the "Twentieth Century Columbia Graphophone" as teachers of said languages. The records to be used are the celebrated I. C. S. French records of the International Correspondence Schools of Scranton, Pa., the German records of the Modern Language Press, Ltd., of London, and the

Zonophone French records (discs) of the Bizeray system of teaching French largely adopted in London. Typewritten copies of the lessons to be rendered will be placed in the hands of all the assembled students. The principal, Mr. Forth, is to be congratulated on his enterprise, and Mr. Osborne for having been entrusted with the arrangements.

Last month was voted a record one by all North of Ireland traders in cylinder and disc machines, etc., and stocks of instruments have never been so low after the holiday output.

The demand for a phonograph record to sell at one shilling has been well supplied by the Russell Hunting Record Co., Ltd., of London, whose "Sterling" record stands very high in public favor. This record derives its name from that of the managing director of the company, Louis S. Sterling, a gentleman well known and respected among all our jobbers and dealers.

Zonophones and records are "booming," and a big crop of new dealers has been recruited from the cycle traders of Ireland, who have found the sale of talking machines a remunerative "side-line" during the "off" or winter season. T. Malyn, who formerly represented the Gramophone Co., London, has recently accepted an important appointment with the British Zonophone Co., London, and carries with him into his new sphere of labor the sincere good wishes of the trade with whom he is so deservedly popular.

## BUSINESS INCREASE OF 300 PER CENT.

Trade conditions still continue exceptionally good. There is not a manufacturer of records, either cylinder or disc, that is not being pushed to their utmost capacity. In a recent interview with E. A. Hawthorne, general manager of the American Record Co., he states that their business for January, 1906, has increased 300 per cent. over business in January, 1905. This company has done a phenomenal business, considering they have been on the market a little less than a year. They attribute their success to the quality of their records and to their offering only the best selling selections.

\* \* \*

We have recently been shown some very interesting advertising matter and drawings which the American Record Co. are having prepared for a campaign of advertising. One of the designs appears in their advertisement this month. The advertising pages of the leading magazines of the day indicate that experts are devoting their attention to pictorial and attractive methods of bringing their wares before the public.

## EDISON JOBBERS ENTERTAINED

At Banquet at the Hotel Martin—A Most Enjoyable Affair in Every Way.

In honor of a number of out-of-town Edison jobbers attending the automobile exhibitions, the National Phonograph Co. tendered them a dinner at the Hotel Martin, New York, during the evening of January 18. It was an enjoyable affair throughout, the menu and et ceteras delightful, the speeches brief, witty and to the point. The company were represented by William Pelzer, of the legal department; F. K. Dolbeer, chief of credits; C. H. Wilson, general manager of sales; C. E. Stevens, of the foreign department; L. C. McChesney, advertising manager, and A. C. Iretton, assistant sales manager.

The guests of the company were the following: W. D. Andrews, Syracuse, N. Y.; S. K. Hamburger, Harrisburg, Pa.; W. C. Finch, of Finch & Hahn, Schenectady, N. Y.; John N. Willys and W. O. Crew, of the Elmira Arms Co.; W. H. Hug, of Klein & Heffelman Co., Canton, O.; N. D. Griffin, of the American Phonograph Co., Gloversville, N. Y.; Messrs. Pardee, Ellenberger & Silliman, of the Pardee-Allenberger Co., New Haven, Conn.; W. F. Carroll, of the Utica Cycle Co., Utica, N. Y.; P. A. Powers, Buffalo, N. Y., and C. V. Henkel, of the Douglas Phonograph Co., New York City.

## NATIONAL PHONOGRAPH CO. CHANGES.

A number of changes have taken place in the National Phonograph Co.'s force of salesmen during the past two months, namely: C. S. Gardner, who traveled in Pennsylvania and Ohio, resigned in December and his territory is now being covered by F. J. Smith, of Newark, N. J. Frank E. Madison, who represented the company in Delaware, District of Columbia, Maryland, Virginia, West Virginia, North Carolina, Tennessee and Kentucky, has been transferred to the New York office and placed in charge of the agreement department; a new man will shortly be placed in his territory. H. K. Miller, formerly an Edison dealer at Lacona, N. Y., has been assigned to the Pacific Coast States, under the direction of the Chicago office. H. A. Turner, at one time manager of the Ray Co. branches, will cover Texas, Louisiana and Arkansas. J. W. Scott, their New England traveler, has had Connecticut added to his territory.

Ackerman & Co., Scranton, Pa., have removed their store from 33 Coal Exchange to 217 Wyoming avenue, where they have larger quarters.

No. 531 Holds 175 Records



Has convenient sliding shelves  
Push one door and both close at  
same time.

MAKERS OF  
**DISK  
AND  
CYLINDER  
RECORD CABINETS**

Write for Booklets and Prices.  
They will interest you.  
Catalog just out. Have you got it?

**THE UDELL WORKS**  
Indianapolis Indiana



## THE PLEASED CUSTOMERS HOLD THE BUSINESS.

Will F. Hull's Excellent Paper on Victor Selling, Which Carries Off the First of Ten Capital Prizes of Fifty Dollars Each.

For some time past the Victor Talking Machine Co. have been conducting a series of prize competitions for the purpose of drawing out from the dealers and salesmen, ideas and experiences which will be of use to everybody handling the Victor goods. The winner of the \$50 cash prize in competition No. 1, just announced, was Will F. Hull, of 2317 Winter street, Ft. Wayne, Ind., whose contribution read as follows:

"Every pleased customer you make is like putting money in the bank."

This is one of the surest laws of business and doubly true in the talking machine business.

First—Because the satisfied customer buys more records, and

Second—Because the satisfied customer brings you more customers.

In connection with this it must be remembered that the boy who keeps most persistently in the foreground is the one who sells the most papers, and when the inevitable "fake" concern strikes your town, giving away machines with a certain number of records, the man who advertises and keeps his business prominently before the public is the one who will retain the most business—the holding of that business depending on the number of pleased customers he makes. The man who is nearly as energetic will get the business that is left, and the one who stands around on the edge and handles talking machines just because a person now and then calls for one will get just what he is looking for—some one to call for one every few months. His stock stays on hand until it is shopworn and ill-appearing, and the records receive all kinds of careless handling, putting them into a condition next to impossible to sell.

### SLOW DEALER; QUICK STOCK.

An old man, a music dealer in this town, ordered a Victor talking machine a year ago in October. He never unpacked it until two months after, trying to get some other dealer to take it off his hands. Finally his daughter prevailed on him to unpack it and set it up. During the day some of the "Old Guard" dropped in, and at 3 p. m. the Victor was carried out of his store—sold!

The old man got partly awake then, and since that time has ordered a machine as fast as the last one was sold, never having samples of different styles nor over twenty records at one time, and while that old man now considers the talking machine a great money-making branch of his business, I am selling every one of his customers their records, because they want a stock to select from. In this connection I will say that every live dealer will find record selling the great and profit-making end of the business.

I have among my record customers the owners of every other make of disc machines, and I have found that in Toledo, Ohio, a great many people have a talking machine of local manufacture, but without exception, so far as I know, they are all using Victor records on them, outside of the few they buy with the machine.

It is true that the Victor talks for itself, but while it talks it does not think, and in every sale you must do the thinking for it.

The first principle of pleasing the customer in every line is to convince him that he is getting something superior for his money, and then have an article that will prove that superiority the more he uses it. For this purpose there is nothing so safe to sell as Victor goods. Every Victor dealer has people come in who argue that some other machine talks just as loud and just as distinctly, but if he makes a sale the person invariably returns in a little while and tells how mistaken he was and how glad he is that he has a Victor.

### "GRAFT MACHINES."

During the past year a number of people have called on me who have been visited by agents that were giving away talking machines, the customer agreeing to take a certain number of ten-inch records at \$1 each. In such a case I find out

what records have been supplied with the "given away" machine, and play the same music on the Victor. Then I play some of the specially magnificent Victor records, calling attention to the range in pitch and the perfect regulation of speed possible in the Victor, and that the machine needs no starting by hand, and only a small part of the winding that the cheap machine needs. Then I make my second argument, which is that the incomparable superiority of Victor products keeps the Victor plant running night and day to all orders at Victor prices, while the cheap concern has to give the greater part of its stuff away.

If I should really attack the cheap machine and tell the truth about it, pointing out what an entirely disordered, weak-springed and altogether "rotten" thing it actually is, I would antagonize six out of ten average buyers, but after hearing and seeing the Victor work, you can make comparisons without offending. When the customer again meets the man who wants to give him a machine free, he feels an antagonism toward him, and in almost every case tells the "give-away" agent that he would not have his cheap outfit if he could give him the records for twenty-five cents apiece.

Of course I am making mighty good use of the people who have bought these "graft" machines, and am selling stacks of Victor records to them every month. People used to talk about being tired of the phonograph, and I know of dozens of old-style machines laying away in garrets and closets, where they have been, some for months, some for ages. Do you know where there is a Victor machine laid away anywhere? No! nor does anybody else.

Whenever a person finds that you have a good stock of records and a proper way of showing them (the best is in a separate, sound-proof room, set apart for this purpose), that person is from that time on your pleased customer; far better pleased than if you had won him by "throwing in" a horse and buggy, or something else, because he is legitimately pleased, and not so likely to come back in the fall to ask for a lap-robe also. A pleased customer expects to come back and get the same satisfaction in dealing with you that he had before. I have sold people seventy-five records the second year, who thought it was an extravagance to buy fifteen the first year.

### "FROM \$40 TO \$50, A DOLLAR AT A TIME."

There is one important feature I wish to mention, because it has a psychological connection with the subject, regarding quoting prices. If I am selling a \$40 style Victor, I tell the customer that the machine, with a dozen records, will cost him \$50. This is different from quoting the bare machine at \$40 and then giving him to understand that each record will cost him extra besides. Fifty dollars at first blush really looks no larger to him, as a rule, than \$40, but if he stops

to count his way from forty to fifty, \$1 at a time, it seems a great deal more. Do not confuse this with the idea that I make him think I am giving him a dozen records, I simply quote the price of all machines, including one dozen records.

### THE GAME WON'T WAIT.

From my own experience and observations I have made in other houses, I consider the first and greatest point in satisfying customers and making money out of doing so, the keeping of just as large a stock as is possible to handle, of both machines and records. You will sell a great many times the amount you otherwise would by having the stock to show and tempt people with.

Why, I would as soon be caught trout fishing without the proper fly as to be without certain records that I know in many and many a case have sold a machine; and I would as soon go hunting without a gun, and tell Mr. Squirrel, or Mr. Rabbit, or Mr. Mink that I would be back in a few days with my gun as to tell a customer who comes in to see my stock that I have no machines of a certain style just now, but there are some on the road, so please call next week and I will have them to show.

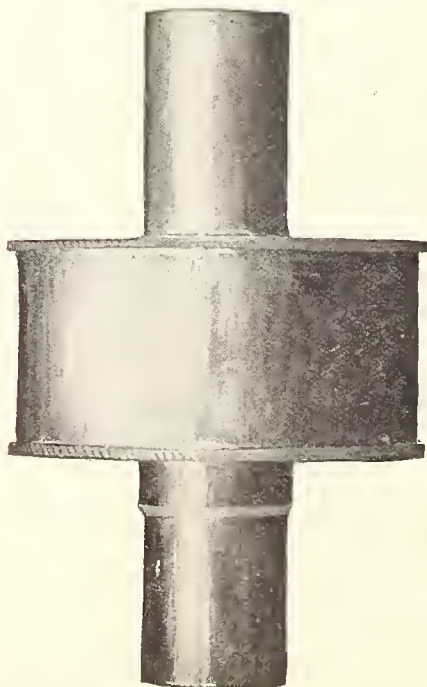
Mr. Squirrel or Mr. Mink might wait for me to come with a gun, and the customer might come in next week instead of going to some more wide-awake dealer, but it would be better to be prepared to make the "killing" when everything is ready, than to put your chances back in a box and try to shake the same thing over again.

Let me add, that by pleasing the customers I have been able to build up a business which makes it necessary for me to get into larger and better quarters the first part of the year, so that I can take care of orders by the hundreds instead of by the dozens.

On the 10th of the month the United Hebrew Disc and Cylinder Co. removed their laboratory from 261 to 414 Grand street, New York, where larger quarters have been leased to accommodate their increasing business. A list of about ten additional titles will be issued within the next few weeks. B. Dronsick is the manager, vice P. Long resigned. The concern will be conducted by Perlman & Rosansky, the owners of the company, who are the largest piano dealers in that part of the city. They are handling the Victor goods.

The Leeds & Catlin Co. advise The World that they have received an export order for 1,000,000 of their Imperial records. The company are developing a slot machine department, in charge of George W. Blake, who will also look after their advertising and correspondence.

C. G. Andrews, of the Boston Cycle & Sundry Co., Boston, Mass., who was in New York on Lincoln's Birthday, left for home the following day. As elsewhere stated, the company have stocked up with an entirely new and fresh line of Edison and Zonophone goods, besides supplies and general essentials and specialties.



## The One Thing

required to make the phonograph a perfect instrument is a

### PHONO CONSONATOR.

Removes all harshness, rattles and metallic vibration, and regulates the sound while the machine is in motion.

Sold by all wide-awake dealers.

Price \$3.50.

**LEWIS MFG. COMPANY**  
379 6th Avenue, NEW YORK CITY



## PRACTICAL SUGGESTIONS AND COMMENTS.

Wm. F. Hunt, of Wanatah, Ind., writes: "I will kindly ask you to answer the following question in your valued paper: Why is it that the disc record first shows wear at the outer edge or beginning of the record? I have two theories on the question, but am at a loss to know which is correct. In the first place, owing to the fact that the needle is here at its sharpest, it may cut the record, or it may be due to the universal habit of first starting the disc and then letting the needle down on the record, and in this operation the walls of the recording lines are destroyed by the needle not being permitted to immediately settle into the groove. I have seen many disc records which are worn out at the outer edge and show practically no wear on any other part of the record."

Our correspondent's first surmise is correct, as the needle is sharpest on the edge; and again the habit of carelessly dropping the needle, or rather not placing it properly at first, breaks the lines.

### THE SPRING AND ITS CARE.

Emanuel Feuille, of Zapata, Zapata County, Texas, in enclosing a renewal of his subscription to The Talking Machine World, writes: "Will you be kind enough to tell me why does the spring in my gramophone slip after playing awhile, causing a jerking sound? It seems that the spring sticks together, and after running awhile it snaps apart. Please also let me know for customer's information if I can grease the machine with graphite myself. Any information given will be highly appreciated."

Ans.—The trouble is due to the fact that when the spring is tightly wound all its coils touch each other and one or two of them will stick together until the tension becomes great enough to pull them apart, then they separate very suddenly, causing the "explosion" mentioned above. The best method to remedy this is to take the machine out of the cabinet, stand it on one end and squirt benzine in the spring barrel through the opening in the side of the barrel. (For squirting the benzine nothing is better than an oil can.) This washes out any gummed oil that may cause the sticking of the spring coils. After this washing, let it stand for half an hour, to allow the benzine to evaporate. Then wind up the machine about half, stand it on end again and put about three tablespoonfuls of best powdered graphite on the spring coils, allowing the machine to unwind while so doing. We do not advocate the use of oil in the spring barrel, as this tends to gum up, and causes the very difficulty we are trying to avoid. The graphite may be put in with a small, flat stick, but the nicest method is to use an insect-powder blower, which seems to send it in the smallest cracks.

### MATTER OF SPEED REGULATION.

In reply to an inquiry the National Phonograph Co., of London, gives the following excellent advice: "If phonograph owners would get

their machines adjusted to the right speed at the start, they would find it advisable not to make any change in it. Our records are made at a uniform speed of 160 revolutions per minute, and there is no occasion for running a phonograph at any other speed, notwithstanding the views of those individuals who think they can improve the records by increasing or decreasing the speed."

### SILENCING NOISY MOTORS.

An English writer suggests the following method of silencing noisy motors, which refers especially to machines of the Edison Gem, Standard, and similar types wherein the cogged wheel which immediately engages with the steel pinion of the governor shaft is made of brass. "Here," he says, "we find the trouble. Though not always visible, considerable wear has taken place and the cogs do not mesh properly. Take a tallow candle and proceed in the following manner: Run the machine very slowly and press a portion of this tallow against the cogs of the revolving brass wheel in such a manner that the interstices between the cogs become filled with the tallow. Now run the machine at the usual reproducing speed and nothing further will be heard than the not unpleasant humming of the governor balls, and not even this, if the machine body-box is of metal. The above treatment will ensure steady running, give better results, and last for a long period. My remarks do not, of course, apply where the component parts of the motor are worn out."

### PIANO RECORDS DEMANDED.

J. F. Stillwell, of Waco, Tex., writes The World as follows: "Why is it that the manufacturers of records do not include in their list a greater number of piano solos? There is no reason why they should not be as effective and as popular as those of the harjo or other stringed instruments. I have only heard one or two, and these were most delightful. With the great improvements recently made in the methods of sound reproduction, as well as in the matter of tone quantity and quality, piano records should find a large market. I wish the makers of records would 'get wise' to this proposition."

### SURPLUS VIBRATIONS IN REPRODUCING.

Writing to a London paper on this subject, G. C. Weston says: "There are many sources of extraneous vibrations connected with sound reproduction which have a detrimental effect upon the purity of the tones and which one should endeavor to eliminate. Taking the horn, it will be found with the usual pattern that vibrations emanate with certain notes and passages during the reproduction of a record. These vibrations can be distinctly felt by lightly touching the outside of the horn with the backs of the fingers. Coating the interior of the horn will tend to reduce these, and the best material I have found for this purpose is velvet: the whole of the interior, or only the smaller section, can be lined, but it will

be found that this has a softening effect on the general quality of the sounds reproduced. The way to eliminate vibrations proceeding from the horn itself is to firmly fix a thin partition down the center, dividing the horn into two equal halves. Another point that requires attention will be found in those horns that are constructed with seamed joints. Usually these seams are not tight, and consequently rattle or produce a noise of some description. The only way to overcome this is to thoroughly fill up each seam with solder, or, as a poor substitute, seccotine may be used. A rubber connection between the horn and the phonograph should always be employed. Certain noises must arise from the mechanism of the machine, which may be transmitted via the horn or otherwise, and independently of mechanical adjustment and careful oiling, which should have one's first attention, several little improvements can be made with the object of reducing these noises. To effect this I have altered my own phonograph as follows:

The motor is entirely insulated from the rest of the machine, the only connection between the two being the leather belt. The carrier arm is insulated from the feed screw and the reproducer tube is insulated in its clamp. The insulation employed is rubber in the form of bushes and washers, and where this was found unsuitable leather has been substituted. In machines of the graphophone type, where the reproducer is connected by means of a movable knuckle joint, the necessary looseness of this joint gives rise to an unpleasant rattle; this can be stopped, and the sound wave leakage which always occurs at this point be prevented by well lubricating the moving joint with a thick oil, such as castor or vaseline. Unpleasant vibrations and noises that arise from different reproducers open up a large question, but that is another story. Finally, the chief destructive vibrations that interfere with reproduction are inherent in the records themselves, and are due to blast, side blast, varying friction and several other causes.

### THE SPEED-ADJUSTING SCREW.

Replying to a dealer who questioned the propriety of placing the speed regulating screw on the under side of the machine instead of the top, the National Phonograph Co. said: "Instead of thinking it a mistake, we still strongly claim that the change is a marked improvement. The speed-adjusting screw when on top of the machine was constantly being turned by inexperienced players, changing the speed of the machine and causing an unsatisfactory playing of records. With the speed-adjusting screw on the underside, it is quite accessible when it is desired to change the speed for some good reason, and it is out of the way of idle or mischievous hands. As a matter of fact, if phonograph owners would get their machines adjusted to the right speed at the start, they would find it much more advisable not to make any change in it. Our records are made at a uniform speed of 160 revolutions per minute, and there is no occasion for running a phonograph at any other speed, notwithstanding the views of those individuals

# THE TEA TRAY COMPANY OF NEWARK, N. J.

THE PIONEER MANUFACTURERS OF  
**Amplifying Horns**



Mulberry and Murray Streets,

NEWARK, N. J.



*Clear Musical Tone, and None of That Awful Grinding Sound, Is  
Reproduced Only by the New Mechanical Feed*

## TAPER ARM TALK-O-PHONE

This wonderful "clearing up" of reproduced sound is due entirely to an ingenious mechanical feed device which propels the reproducer entirely independent of the scratching of the needle. The effect is little short of marvelous, so much so, that no dealer can possibly induce a customer to buy any other machine after he has once heard a Talk-O-Phone. In addition to this mechanical feed, note from cut that there is no sharp angle from the needle to the horn. Note the sharp angles on all other machines. You may just as well recognize the fact now that the Talk-O-Phone leads and all other makes must follow.



### NOTE

It will be observed that the new Talk-O-Phone operated on this principle gets entirely away from the old fundamental principle of reproducing machines, namely, the needle feed. Our patents on this new device are very broad, and this arrangement cannot be used on any other machine. We do not operate under any shop right or license from any one.

*Talk-O-Phone  
Prices:*

**\$18.00**

TO

**\$50.00**

The Talk-O-Phone Company have *always* stood by the trade and *always* will, and their standing with the trade is evidenced by the following prominent dealers who handle the Talk-O-Phone:

Alexander-Elyea Co., Atlanta, Ga.  
Rogers Mfg. Co., New York City.  
Keen Talking Machine Co., Phila., Pa.  
Siegel, Cooper & Co., Chicago, Ill.  
John M. Smyth & Co., Chicago, Ill.  
Chicago Music Co., Chicago, Ill.  
William Tonk & Bro., Chicago, Ill.  
So. Cal. Music Co., Los Angeles, Cal.  
William Bryant, 218 Woodward Ave.,  
Detroit, Mich.  
Eilers Piano House, Tacoma, Wash.

C. B. Rouss, New York City.  
Wm. Tonk & Bro., Inc., New York  
City.  
Moskowitz & Herbach, Phila., Pa.  
Butler Bros., Chicago, Ill.  
Rudolph Wurlitzer Co., Chicago, Ill.  
James I. Lyons, Chicago, Ill.  
Kohler & Chase, San Francisco, Cal.  
William Doerflinger Co., La Crosse,  
Wis.  
Eilers Piano House, Spokane, Wash.

Eilers Piano House, Portland, Ore.  
D. S. Johnston & Co., Seattle, Wash.  
Conroy Piano Co., St. Louis, Mo.  
J. P. Crotty & Co., Minneapolis, Minn.  
J. C. Groene & Co., Cincinnati, O.  
C. W. Marvin Piano Co., Detroit,  
Mich.  
Hayes Music Co., Toledo, Ohio.  
P. A. Powers, Buffalo, N. Y.  
Butler Bros., St. Louis, Mo.

McGreal Bros., Milwaukee, Wis.  
Furay & McArdle, Omaha, Neb.  
Powers & Henry, Pittsburg, Pa.  
Harger & Blish, Dubuque, Ia.  
National Piano Co., Lansing, Mich.  
Neal, Clark & Neal, Buffalo, N. Y.  
Theodore F. Bentel Co., Pittsburg,  
Pa.  
Minn. Phonograph Co., St. Paul,  
Minn.

*If YOU want to be one of us and enjoy the big profits on Talk-O-  
Phones write us for particulars*

**THE TALK-O-PHONE CO.** 10 Midland St.  
Toledo, Ohio



who think they can improve the records by increasing or decreasing the speed. Those who once get their machines running at the right speed and give it no further thought will get the best and most satisfactory results from their records."

#### A TRIPLE SOUND BOX.

German inventors of specialties in talking machines and supplies are evidently as tireless in their endeavors as are our native workers. One of the latest improvements announced in the fatherland is a triple sound-box, all actuated by one and the same needle. Although much is made of the idea, it is not termed a success by practical men on this side of the "big pond," on the grounds that too great a load is put on the needle and the record, so that both of them are worn out almost immediately.

Theoretically, the idea of joining the several reproducers for the purpose of augmenting the tone is permissible, but it is not easily worked out, in a practical way. The same results have been actually achieved by methods entirely different from the multiplication of diaphragms, such as, for instance, Daniel Higham's invention embodied in the Twentieth Century graphophone, which successfully produces volume without any serious impairment of the quality or naturalness of the tone. Meanwhile we welcome all improvements put forth by our German friends, as it is this keen interest by talking machine enthusiasts the world over that will make the machine a still greater factor than it is to-day.

#### DIAPHRAGM OF ANIMAL TISSUE.

Our esteemed London contemporary, The Talking Machine News, very properly takes no stock in the invention of a reproducer by a Dr. Outten, who resides "in the west end of St. Louis, on the banks of the Mississippi." The chief constituent of this diaphragm is an animal tissue treated with chlorides of barium and gold. It is stated that the doctor is a talking machine lover and something of a scientist and theorist. His pet hobby for a decade has been to construct a diaphragm of gold-beater's skin that would astonish the talking machine world. He has again and again proclaimed that he was on the very eve of the successful achievement of his labors, but an impartial listener to the specimen reproducers so highly praised by their maker seldom shared the doctor's belief in their superiority, notwithstanding the statement that "this diaphragm is shortly to be placed on the market by a manufacturer of disc machines," and "that it is a great improvement over all present forms of sound boxes." We have occasionally to go abroad to get the news, but fortunately our esteemed contemporary places no more reliance upon the practicability of this device than we do ourselves.

#### SOME SUGGESTIONS FOR RECORDS.

A talking machine enthusiast makes the suggestion in an English paper that "makers of phonographs should, when they have made a master record, before altering the speed of the machine, run the record over again, at the same

time also taking a watch and taking particular notice what time the first note in the accompaniment is played, the last note to be timed to a half-second. Then when reproduced there will be a good guide to go by, if the record is accompanied with a slip of paper stating exactly the time it is recorded at, and it will be a much better reproduction of the singer's voice. I am aware of speed indicators for machines, but every working man cannot afford to buy one, and I think this an excellent way of doing without one. I should also suggest that the slip of paper might have the singer's portrait and the words of the song printed on. I think that to have a ledge on both ends of the record would be an improvement. It would prevent the reproducer from slipping off the end, as it does sometimes if you are not there to stop it as soon as the tune is done. It should cause the phonograph to be better to listen to, as it would do away with flat tunes and galloping tunes, which one often hears when out walking. This is one great objection by some people to the phonograph. This refers also to all phonograph records besides songs."

#### C. V. HENKEL ELECTED PRESIDENT.

At the annual meeting of directors last month, C. V. Henkel was elected president and general manager of the Douglas Phonograph Co., New York, and John E. Helm, secretary and treasurer, formerly secretary only. Mr. Henkel, who had previously been treasurer and manager, deserves his promotion to the presidency of this very successful jobbing house, claiming to be the largest strictly in its line in the country, for it has been through his acumen and excellent business judgment that the firm occupies its present commanding position in the trade.

#### HANDSOME COLUMBIA POSTER.

One of the most artistic effects in poster work which we have seen in many a day is that issued by the Columbia Phonograph Co. for the purpose of advertising the Columbia records. The central design is a magnificent figure of Miss Columbia, with her liberty cap, as well as national flag and eagle. She is pointing at a Columbia talking machine, which rests on a pedestal. The color effects of the poster are most artistic, and the entire forms a very notable contribution to the publicity associated with the talking machine industry.

The attention of those of our readers who are interested in band or orchestra music is directed to the new advertisement of The House of York, which appears in another column. While this house is perhaps not as well known to our readers as many others, it must not be inferred that this is a reason for passing by its ads. without noticing what they contain. Sometimes, you know, we find valuable gems amid ordinary surroundings; and possibly this may be one of those instances, so nothing will be lost, at any rate, by following our suggestions as above indicated.

A notice has recently been issued to the trade by the American Record Co. that they will allow dealers in "Indian Records" to sell the 10-inch record at 50 cents and one old 10-inch record of any make, or two 7-inch records of any make; the 7-inch record for 30 cents and one old 7-inch record of any make.

The report circulated by some Toledo papers that the Talk-o-Phone Co. had sold out to the Columbia Phonograph Co. seems to be unfounded, as it is denied by both parties concerned. The Talk-o-Phone Co. claim that the common stock is now earning ten per cent., and that its holders are not anxious to let go of it.

The Denman phonograph store in Piqua, O., has removed to larger quarters on North Wayne street, that city.

The old establishment of Thos. Goggan & Bro., Galveston, Tex., has been incorporated under the old name. They are having quite a success in the talking machine field.

## THE TALKING MACHINE IN CHURCH.

Should be no More Objection to Its Use Than There would be to the Employment of an Organ, Piano, or Other Musical Instrument—Some Excellent Suggestions in This Connection That Will Prove Interesting.

The question as to whether talking machines are permissible in churches has come up for discussion in this country recently, and many arguments, pro and con, have been adduced. In this connection the remarks of a correspondent of the London Tablet are very pertinent and we are sure our readers will echo them unanimously:

"Every one who has any sort of an ear for music must have been shocked at the awful sounds and discords so often to be heard in our churches. Now, surely the music from a good machine with records by singers such as Patti, Albani, etc., would be infinitely more devotional. Again, any one who has had to conduct services without an organized choir must know the difficulty of finding a good leader, even for our simplest hymns. Most men and women will sing if they only have some one to lead, but the difficulty is to find that some one. Now here it is ready to hand in the talking machine. What possible objection in reason could there be to its introduction? I can conceive that it might possibly be urged by the tribe of 'the unco guid' that the talking machine is a means of disseminating the latest music hall ditties and so unsuitable for choirs and places where they sing. But, quite apart from the question of whether the public has the right to choose what form its amusements should take, it appears to me that a similar objection might be urged against an organ, a piano, or a harmonium: that is, that it could be used for the reproduction of secular music. It may further be pleaded that the Bishop of London interdicted the talking machine in the churches of his diocese some time ago—at the same time permitting the cinematograph! I take it, however, that there are quite a few people who don't care a rap if he did."

#### NOT DELAYED BY FIRE.

The Boston Cycle & Supply Co.'s Record Stock Destroyed—New and Larger Stock Now on Hand and Orders Being Filled.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 10, 1906.

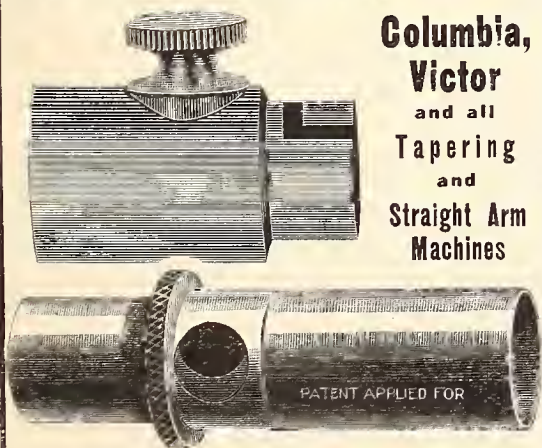
The Boston Cycle and Sundry Co., 48 Hanover street, had a very unwelcome visitor, Feb. 3, in the form of a fire which occurred in the phonograph department. The entire record stock, comprising over 75,000 Edison records, was totally destroyed. With their usual enterprise, however, the company at once telegraphed for a new stock and were able to fill all orders the following week. The insurance has now been adjusted, and the premises are about out of the hands of the renovators, so that the company are in a position to fill orders promptly. The fact that they have started in with a complete, fresh stock of records, machines and supplies is something that will interest dealers. The supply carried is larger than ever, and they are splendidly equipped to meet all demands.

The Blackmau Talking Machine Co., 97 Chambers street, New York, are offering the trade a very handsome line of flower horns, which are the same as their regular black and gold striped styles, except are decorated inside with roses or pansies. The decoration is all hand painted, and they report a very large demand. Dealers are referred to their advertisement in this issue.

James Landay, of Landay Bros., New York, sailed for Europe Jan. 27, via the steamship "Umbria," of the Cunard line. The trip of five weeks is taken for his health. This firm, although dealers, not infrequently place \$20,000 orders, their business being gilt-edge and the swellest in the city.

## MODIFIER FOR EDISON

Columbia,  
Victor  
and all  
Tapering  
and  
Straight Arm  
Machines



Fulton Phonograph Co., 283 Fulton Street  
BROOKLYN, N. Y.  
Phone 2133 Main



## AN ATTRACTIVE HANGER

Just Gotten Out by the National Phonograph Co. Has an Historical Value.

The National Phonograph Co. have just gotten out an interesting and attractive hanger illustrating "the evolution of the Edison phonograph from a crude talking machine to a delightful musical instrument." It shows pictures of the original phonograph made in 1877, the phonograph of 1887 and the present Triumph phonograph, with a photograph of Mr. Edison in the horn of the latter. It is 17x24 inches in size, is printed in several colors and is mounted with metal strips for hanging. A supply of these hangers are being shipped to all jobbers for the purpose of supplying their dealers. It is not being mailed. The company have also issued their new numerical catalogue, form No. 820. It is expected to issue a new edition of the numerical catalogue every six months. A calendar issued by the commercial phonograph department has an interesting picture of Thos. A. Edison in his laboratory outfit.

## TALKING MACHINE MEN ORGANIZE.

Form Permanent Organization of Jobbers—  
Next Meeting in Pittsburg—Entertained at  
Banquet—Some of Those Present.

(Special to The Talking Machine World.)  
Cincinnati, O., Feb. 5, 1906.

At a meeting of the Central States Talking Machine Jobbers' Association held in this city last week, the temporary organization was made permanent, Mr. Isen of Cincinnati being elected president, E. T. Ashton, of Detroit, vice-president, and P. B. Whitsit, of Columbus, secretary and treasurer. A set of by-laws were framed and adopted, and a general discussion of trade conditions was participated in by the sixteen jobbers in attendance. It was decided to hold the next meeting in Pittsburg within sixty days. A vote of thanks was extended the Hawthorne & Sheble Mfg. Co. for the courtesy shown the association, and also to Isen & Co. and the Rudolph Wurlitzer Co., of this city, for the elegant banquet given those present.

The following well-known jobbers of the Middle West were present: Theo. F. Bentel, of the Theo. F. Bentel Co., Pittsburg, Pa., and L. M. Weller; Perry B. Whitsit, Columbus, O.; J. M. Hayes, of Hayes Music Co., Toledo, O.; E. Percy Ashton, of the American Phonograph Co., Detroit, Mich.; Max Strassberg, of Grinnell Bros., Detroit, Mich.; Walter Kipp, of Kipp Bros., Indianapolis, Ind.; Geo. Isen, of Isen & Co., Cincinnati, O.; M. V. De Forest, and W. D. De Forest, of De Forest & Son, Sharon and New Castle, Pa.; Mr. Ball and Mr. Fintze, of Ball-

Fintze Co., Newark, O.; Edw. F. Dohse, of Niehant & Dohse, Dayton, O.; Geo. R. Howard, of J. C. Groene & Co., Cincinnati, O., and Ed. Poorman, of Cincinnati, O.

## AMERICAN GRAPHOPHONE CO.

Increase Dividend to a Five Per Cent. Basis  
Annually—Splendid Business Report.

Jan. 29 a directors' meeting of the American Graphophone Co. was held at their offices, 90 West Broadway, New York. The annual financial statement of the company was submitted and ordered issued to the stockholders. This interesting document showed a surplus of \$1,500,000, and detailed the improvements and enlargements made in the plant at Bridgeport, Conn., together with the unprecedented expansion of the business. The plan for the new issue of debenture bonds was indorsed and promulgated. A quarterly dividend (No. 33) of one and one-quarter per cent. on the common capital stock was authorized to be paid March 15, 1906, to stockholders of record March 1. This is an increase of one-quarter per cent. over the previous payment, and places the stock on a 5 per cent. annual basis.

## A PROSPEROUS INDICATION.

The Hawthorne & Sheble Manufacturing Co. have recently secured another mill in Philadelphia, which mill is very much larger than their present plant, and has every modern equipment for manufacturing purposes. The new mill is being fitted throughout with improved machinery and with the additional facilities acquired will enable them to take care of several times as much product as is possible under their present conditions.

## LATEST COLUMBIA JOBBER.

Under the able and clever management of Walter L. Eckhardt, the wholesale department of the Columbia Phonograph Co., General, is making a record. Although Mr. Eckhardt has been in charge of this branch of the company's business only since September last, the list of jobbers he has created contains many of the best firms in the trade, as the subjoined list shows: Henry Braun, Allegheny, Pa.; Finch & Hahn, Albany, N. Y.; Fred Kramer, Allentown, Pa.; H. R. Bonfoey, Binghamton, N. Y.; P. A. Powers, Buffalo, N. Y.; Langley & Winchell, Boston,

Mass.; L. Fish Furniture Co., Jas. I. Lyon, Lyon Bros., Hibbard, Spencer, Bartlett & Co., O'Neil, James & Co., and Otto Young & Co., Chicago, Ill.; Robt. R. Smallfield, Davenport, Ia.; M. M. Martin & Co., Grand Rapids, Mich.; S. A. Floyd, Harrisburg, Pa.; Seavey Bros., Haverhill, Mass.; H. B. Claflin Co., New York City; Arnold Jewelry & Music Co., Ottumwa, Ia.; Lewis Talking Machine Co., Philadelphia, Pa.; Powers & Henry and Theo. F. Bentel Co., Pittsburg, Pa.; O. F. Kaufman, Reading, Pa.; W. D. Andrews and Spalding & Co., Syracuse, N. Y.; Finch & Hahn, Schenectady, N. Y.; W. A. Dean Co., Sionx City, Ia.; Clark-Horrocks & Co., Utica, N. Y.; E. H. Towle, Waterbury, Conn.; Chas. Girvin & Co., Williamport, Pa.; Denholm & McKay Co., Worcester, Mass.; W. C. DeForest Co., Sharon, Pa.; Ohio Phonograph Co., Youngstown, O.

## NEW RECORD LABORATORY OPENED.

A new record laboratory was opened Thursday in the Knickerbocker building, Fifth avenue and 16th street, New York, by the National Phonograph Co. It occupies 4,000 square feet of space in a special structure built on the roof, atop of the sixteenth story, and is fitted up with every known modern appliance and a number of the company's own inventions, for the reproduction of sound and the making of masters. The room acquired is about double of that in the old place, 64 Fourth avenue, which will be vacated. Walter H. Miller will continue as manager, with W. H. A. Cronkhite, his old-time assistant, in the same position.

## INCORPORATED.

The Talking Machine Co., of Rochester, N. Y., was incorporated with the Secretary of State at Albany last week with a capital of \$50,000, for the purpose of dealing in talking machines. Those interested are Arthur A. Schmidt, Wm. J. Smith and James M. Monaghan. The first two are residents of Rochester and the latter of Buffalo.

Miss Bella Greenbaum, for many years in charge of the record department of the Universal Talking Machine Mfg. Co., was married to her assistant, Charles Adelman, January 7. Mrs. Adelman has been in the business about nine years, being with the old National Gramophone Co., now defunct.

## TALKING MACHINES CUT



### "HERBERT"

Talkophones, . \$6.00  
With tapering arm  
attachment, \$10.00

### "BROOKE"

Straight Arm, - \$7.00  
With tapering arm  
attachment, \$11.00

The best and clearest cheap Talking Machines manufactured. The Herbert lists at \$18.00, the Brooke at \$20. Both have highly polished quartered oak cabinets, strong motors, play 10-inch records.

**\$1.00 RECORDS 12½ CENTS.**

We offer 50,000 10-inch Disc Leeds Talking Machine records, including over 200 Vocal, Band and Orchestral selections, retailing regularly for \$1.00 each, at 12½c.

A few of the best ones are:

In the Valley of Kentucky, Toyland, Cordelia Malone, Good-bye Little Girl, Good-bye, It's Great to be Crazy, Overture, Traviata, Carmen, third act; La Marseillaise, Zampa Overture, The Ghost That Never Walked, Hoolahan, etc.

**THE CLINTON-CLOSE CO.,**

345 Summit Street,

TOLEDO, OHIO

# The Imperial Record

which, as everybody knows, is the best made,

is now retailed at

## Sixty Cents



## Mr. Dealer:

The success of your talking machine business depends upon the ability of your jobber to give you prompt service

## "OUR DEALERS SUCCEED"

We job all makes of machines and records

**JAMES I. LYONS**

Wholesale Only

**194 E. VAN BUREN ST.  
CHICAGO, ILL.**

Send for our complete alphabetically arranged list of all makes of records.



## REVIEW OF GENERAL TRADE CONDITIONS.

Manufacturers and Jobbers Much Encouraged Over the Situation Present and Prospective—Cost of Raw Material Steadily Rising—Music Trade Waking Up and Falling in Line—C. H. Wilson, of the National Phonograph Co., Most Optimistic—Grand Opera Records Every Three Months—Conditions Are Sound and Outlook Is Good.

Contrary to expectations, business is almost as active and brisk with manufacturers and jobbers everywhere as in December. The demand for machines and records at this time is going far beyond calculations, and the manufacturers are finding it no easy task to supply the goods. The capacity of the plants would doubtless satisfy the call, but the difficulty of obtaining raw material—principally iron and steel—is the obstacle bothering the manufacturers. Possibly the trade, outside of manufacturing circles, pay little if any attention to the condition of the material market, and therefore wonder why machines should not be turned out more rapidly. They ought to know that the activity in the general machinery and other trades utilizing iron and steel are consuming deliveries about as fast as the furnaces can make shipments. The markets are bare of a score or more of famous brands of fine castings. Prices are steady on general lines, but for several sorts, for which the demand is far ahead of the supply, buyers are paying advances over the rates that ruled until a few days ago. Consequently, unless talking machine manufacturers are covered, they are in a predicament for the basic goods almost at any price.

Several deals of magnitude and importance are pending, the closing of which is being watched with interest by the sections directly affected. A feature that is becoming more pronounced is the final awakening of the music trade to the profitable possibilities of talking machines. Houses which have regarded the proposition with indifference, if not positive antagonism, are seeing the matter in a new and illuminating light. The World has urged the trade to set aside prejudices, which are truly harmful, and consider the handling of a line which is not only creditable from every point of view, but a paying investment. Talking machines have been so vastly improved, with marvelous enhancements in their musical aspects pending, that their juxtaposition to pianos, organs and the string instruments are far from incongruous, as biased dealers are inclined to believe. At any rate, what objections have been held by the regular music trade against adding these goods are rapidly and happily disappearing, and to their credit be it said. Since the opening of the new year the number of fresh recruits among music dealers and jobbers has been increasing at so fast a rate as to be looked upon in the light of a market condition, and are most welcome to manufacturing firms, besides jobbing houses carrying sufficient stock to be ranked as an adequate supply.

Echoing the reports concerning the development of business since the first of the year, C. H. Wilson, manager of sales, National Phonograph Co., said: "The demand is stronger than ever for machines. We had caught up slightly with records, but the orders pouring in are putting us

behind again. Our grand opera records are taking, but, being practically a new line, must take some time to introduce properly, as lovers of high class music are not so numerous as those preferring the popular product. We will issue fresh grand opera record lists every three months, the next one in May."

Other manufacturers and a number of prominent jobbers expressed like opinions as to the trend of trade.

### HOLIDAY PUBLICITY HAS HELPED

The Talking Machine Men of Wheeling—Unusual Showing for January—Some Grumbling About Price Maintenance and Contracts—News in Detail.

(Special to The Talking Machine World.)

Wheeling, W. Va., Feb. 10, 1906.

The new year has brought with it additional prosperity for the talking machine dealers of this city. It would seem as though the advertising done locally during the holidays is having a very beneficial after effect.

The various dealers report that the volume of sales are far in excess of any preceding January and that February to date causes all to predict that the short month of the year will be long—when figuring the profits.

There seems to be a slight undercurrent of feeling that the vigorous efforts being made for business is causing some slight misunderstandings relative to price maintenance and contracts.

The C. A. House Music Store continually calls attention to their talking machine department by using a great portion of their large show window. Their showings of Edison and Victor goods are always made in a tasty manner and never fails to attract attention.

F. W. Baumer & Co. are particularly pleased with the number of high-class outfits they are selling. The 60-cent price on 10-inch disc records has increased the volume of their business very materially.

Hoehl & Gieseler Piano Co. say that business is "the best ever." They have a newspaper premium deal on in connection with one of the local dailies. A phonograph is given with a year's subscription, with the condition that fifteen Edison records are purchased at the regular price.

Bard Bros., proprietors of the Exclusive Talking Machine Store, are using half-page spaces in the local Sunday papers. The copy used by them is along the line of the different styles of entertaining made possible by the talking machine, and the reasons why it is to the user's advantage to deal with the people who have made a study of this particular line. They expect to install a language department in the near future. They report good sales on the Edison grand

opera records. These were featured in their monthly letter to their customers.

The Palace Furniture Co. and House and Herrmann, the two big instalment houses of this city, report gratifying business in their talking machine departments.

### JENKINS SONS CO.'S LATEST MOVE.

Have Put in the Victor Line and Have Secured Adjoining Building to Exploit These Goods.

(Special to The Talking Machine World.)

Kansas City, Mo., Feb. 10, 1906.

A very important addition to the houses handling talking machines in this city is the J. W. Jenkins' Sons Music Co., who have leased the building next door to their present handsome warerooms, which they will devote entirely to the sale of talking machines. They will handle the Victor line, carrying a large stock of the various styles of these machines, as well as the Victor grand opera and popular line of records. Mr. Jenkins, during his recent trip East, closed a large deal with the Victor Talking Machine Co. and was much interested in this company's magnificent factory at Camden, N. J. He will, of course, in addition, carry a full line of supplies in the way of cabinets, horns, and the various other specialties which are included in an up-to-date talking machine store.

### HOW HE SAVED FORTY DOLLARS

By Subscribing for The World—Found His Invention Anticipated.

Last month a dealer in talking machines in this city requested that he have sent him a sample copy of the Talking Machine World. Such requests are so frequent that no particular attention was paid to this special one, but in this case it was fraught with the most unlooked for results. The dealer was likewise an inventor, and had just completed a model of an attachment that he considered of great value to the trade. On looking over the copy of The World sent him, he was surprised to see that a gentleman in the West had just taken out a patent for the same invention, and a careful comparison of the drawing published in The World coincided line for line with the drawings that he had prepared. As he had never let any one see his model, and the patentee lives many hundred miles away, there was no possible chance of his having stolen the idea, and the whole matter was simply a remarkable coincidence. He figured out that if he had not received a copy of The World he would have spent at least \$40 in attorney's fees, drawings, etc. It is needless to say that he could not enroll himself as a subscriber any too quickly, and considers it as essential to his business as the records in his stock.

The Portland Phonograph Agency, of Portland, Ore., having outgrown their old quarters, have moved into their new store at 128 Seventh street, between Washington and Alder, where they have a very handsome establishment with an exceedingly large stock, suitable to the pockets and tastes of the general public.



Plain  
Morning Glory  
Decorated.

AN

# ECLIPSE

means the obscuring of one object by another. It is in the value and quality of our stock that we **ECLIPSE** our competitors. Our 1906 model, hand painted **Flower Horns** possess an individuality not found in any similar line. Write for price list. We carry the largest and most complete line of Edison machine records and supplies in the State.

TRY us with an order.

**ECLIPSE PHONOGRAPH CO.**

A. WM. TOENNIES, Proprietor

203 Washington St., Hoboken, N. J



# Leading Jobbers of Talking Machines in America

## OLIVER DITSON COMPANY

Have the only complete stock of

### Victor Talking Machines and Records

in America, and confine themselves to retailing and jobbing only Victor goods.

150 TREMONT STREET, BOSTON, MASS.

## O. F. Kauffman, READING, PA.

Largest and Most Complete Stock of New Spring Contact Reprodncer Graphophones and Columbia XP Gold Moulded Records in Central Pennsylvania.

*Orders filled the day received.*

## PACIFIC COAST HEADQUARTERS FOR EDISON PHONOGRAPHS AND RECORDS.

### Peter Bacigalupi,

786 Mission Street, SAN FRANCISCO, CAL.

Deliveries from our Four Stores affords Dealers in Chicago and vicinity the very best and most complete service on

### COLUMBIA DISC, TONE ARM GRAPHOPHONES AND DISC RECORDS

Most Comprehensive Stock in Chicago

### L. FISH FURNITURE CO.,

Main Store: 1906-1908 Wabash Ave., CHICAGO

## I. DAVEGA, Jr.

Jobber of

### Edison Phonographs

and

### Victor Talking Machines

Supplies of all kinds  
Largest Stock of Records

Write for our prices on Horns and Stands

W. H. Freeland 125 W. 125th Street Branch  
Manager NEW YORK 802-04 Third Ave.

## H. B. CLAFLIN & CO.,

Worth and Church Streets, New York City.

JOBBERS OF THE COMPLETE

### Columbia Line

### DISC AND CYLINDER

PROMPT SERVICE ASSURED

## FINCH & HAHN,

Albany, Troy, Schenectady.  
Jobbers of Edison

### Phonographs and Records

100,000 Records

Complete Stock Quick Service

## HARGER & BLISH

Western Distributors for the

## VICTOR COMPANY.

It's worth while knowing, we never substitute a record.

If it's in the catalog we've got it.

DUBUQUE, IOWA.

## EDISONIA CO.

NEWARK, N. J.

All Talking Machines  
and General Supplies

## CLARK, HORROCKS & CO.,

Utica, N. Y.

Unexcelled Service on COLUMBIA GRAPHOPHONES  
Records and Supplies.

Complete stock of all New Types. New Catalogue now ready.

## Powers & Henry Co.

619-622 Penn Ave., Pittsburg, Pa.

Victor Distributors

Edison Jobbers

Columbia Representatives

Everything in Machine  
Records and Supplies

### A Million Records in Stock,

including the personal records of P. A. Powers and W. E. Henry

## H. R. BONFOEY,

BINGHAMTON, N. Y.

We make a specialty of placing COLUMBIA CYLINDER products in your hands in the shortest possible time. A trial is all I ask.

## Minnesota Phonograph Co.

ST. PAUL

MINNEAPOLIS

37 E. 7th Street

518 Nicollet Avenue

### Edison Phonographs and Records

ALL MACHINES, RECORDS AND SUPPLIES

Write for Prices on Supplies.

Orders filled same day as received.

## NEW ENGLAND

JOBBER HEADQUARTERS

## EDISON AND VICTOR

Machines, Records and Supplies.

### THE EASTERN TALKING MACHINE CO.

177 Tremont Street BOSTON, MASS.

## S. B. DAVEGA,

EDISON JOBBER  
VICTOR DISTRIBUTOR

Kaiser's Illuminated Signs for Edison, Victor and Columbia Records

32 East 14th St.

New York City.

## COLUMBIA ORDERS

For the New Cylinder Graphophones equipped with the New Spring Contact Reproducers and Columbia X P Records executed same day as received by

## SPALDING & CO.,

SYRACUSE, N. Y.

## LEWIS TALKING MACHINE CO.

15 So. Ninth Street,  
Philadelphia, Pa.

## DISC—COLUMBIA—CYLINDER.

LARGE STOCK

PROMPT SERVICE

Let us handle your March Record Order as a trial and you will quickly see who can best care for your wants.

## GOODDAY'S

(BENJ. SWITKY, Prop.)

### Victor and Zonophone Distributor

'Phone 665 Gramercy

27 E. 14th St., New York City

## ROBT. R. SMALLFIELD, DAVENPORT, IOWA.

### Columbia Graphophones,

DISC AND CYLINDER RECORDS  
AND SUPPLIES.

No order too large. . . None too small.

## Jacot Music Box Co.,

39 Union Sq., New York.

### Mira and Stella Music Boxes.

Edison and Victor Machines  
and Records.

## Sherman, Clay & Co., San Francisco, California.

PACIFIC COAST DISTRIBUTION

VICTOR TALKING MACHINES

MIRA MUSIC BOXES

"Reliable" Self-Playing Piano

(ENDLESS ROLL, NICKEL DROP)

Send for Catalogue and Prices

## P. A. POWERS, Buffalo, N. Y.

### COLUMBIA

Tone Arm Disc and New Cylinder Graphophones

Large Stock

Prompt Service

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the March list.



# Leading Jobbers of Talking Machines in America

PERRY B. WHITSIT L. M. WELLER  
**PERRY B. WHITSIT CO.,**  
 213 South High Street, Columbus, Ohio.  
**Edison Victor Talking**  
**Phonographs and Records JOBBERS Machines and Records**  
 Most complete line of Talking Machines,  
 Records and Supplies in the west. Orders filled promptly

You will find it to your advantage to give  
**LANGLEY & WINCHELL**  
**OF BOSTON**  
 A chance at your **COLUMBIA WANTS**  
 Complete Disc and Cylinder Stocks

**PITTSBURG PHONOGRAPH CO.**  
**VICTOR and EDISON**  
**JOBBER JOBBER**  
 Largest and most complete stock of Talking Machines and  
 Records in Western Pennsylvania.  
**Only authorized Victor Jobbers in Pittsburgh**  
*Write for Catalogue.*

**E. H. TOWLE CO.**  
 WATERBURY, CONN.

**PITTSBURG'S HEADQUARTERS for**  
**EDISON and VICTOR**  
 and everything else in Talking Machines, Records and Supplies  
**75,000 Edison Records** in stock  
**50,000 Victor Records**  
 Buy from Headquarters  
 The Theo. F. Bentel Co. 632-634 Liberty Street,  
 Pittsburgh, Pa.

**CHICAGO HEADQUARTERS**

FOR  
 Columbia Disc and Cylinder  
**Graphophones and Records**

EXCLUSIVELY COLUMBIA LINES.

**HIBBARD, SPENCER, BARTLETT & CO.**  
 CHICAGO

**DENHOLM & McKAY CO.**  
 WORCESTER, MASS.

**EXCLUSIVE COLUMBIA JOBBERS**

**Disc and Cylinder**

If it's in the Catalogue we have it in  
 large quantities

**PRICE PHONOGRAPH CO.,**  
**EDISON JOBBERS**

**Phonographs, Records and Supplies**  
 Dealers near any of our stores can get what they want  
 quick. No order too small or too large to have our attention.  
 Main Brooklyn Store, 1260 Broadway, Brooklyn, N. Y.  
 Other Stores: 5318 3d Ave., 600 Grand St., 129 Greenpoint  
 Ave. Up State Headquarters: 203 Main St., Poughkeepsie.

**OHIO PHONOGRAPH CO.,** Youngstown, O.  
**LARGEST JOBBERS**  
**Columbia Graphophones**  
**DISC AND CYLINDER RECORDS IN OHIO**  
 Orders promptly filled

**Eclipse Phonograph Co.,**  
 Hoboken, N. J.  
 Jobbers  
 of Edison Phonographs and Records.  
 Best deliveries and largest stock in New Jersey

**JOHN F. ELLIS & CO.**  
 WASHINGTON, D. C.  
 Distributor  
**VICTOR Talking**  
**and RECORDS Machines**  
 Wholesale and Retail  
 Largest Stock in the South

**Atlanta Phonograph Co., Inc.**  
 J. P. RILEY, Mgr., ATLANTA, GA.  
**Edison—That's All.**  
 Get our prices on Horns and Supplies.

**Charles Girvin & Co.**  
 WILLIAMSPORT, PA.  
**COLUMBIA GRAPHOPHONES**  
 Disc and Cylinder Records  
 —AND A—  
 Complete Line of Supplies  
**PROMPT SERVICE**

Every Jobber in this country should  
 be represented in this department. The  
 cost is slight and the advantage is great.  
 Be sure and have your firm in the  
 March list.

**COMPLETE LINE**  
**Columbia Cylinder Machines and Records.**  
**W. D. ANDREWS, Syracuse, N. Y.**  
 Just Received Large Stock New Spring  
 Contact Reproducer Graphophone

## THE PROPOSED COPYRIGHT BILL.

Manufacturers of Records Will Doubtless be  
 Interested in the Remarks of Mr. Putnam,  
 the Librarian of Congress, on This Subject.

In view of the fact that the proposed copyright  
 bill is in the process of incubation, and that the  
 tentative copy proposed by the music publishers  
 is of direct interest to the talking machine trade,  
 the remarks of Herbert Putnam, Librarian of  
 Congress, who presided at the conferences of  
 the people and business lines in interest, when  
 held in New York, the first in May and the sec-  
 ond in November last, may be of value to the  
 manufacturers of records at least. The sugges-  
 tions (for that is the full extent of their worth)  
 of the music publishers are drastic, inasmuch as  
 they relate to the reproduction of copyright com-  
 positions, whether of music or the drama, and  
 therefore the appended excerpts, from Mr. Put-  
 nam's official report, are to be gauged accordingly:

"At the second session in November a repre-  
 sentative of the Solicitor-General's office was  
 present to observe and report the discussions, in  
 the expectation that the Department of Justice  
 would later be called upon for criticism of the  
 proposed bill. The conference accepted the  
 theory of its functions thus indicated. It avoided  
 the profession of an authority which it could not  
 claim by avoiding either formal organization or

formal 'decision.' The delegates submitted sug-  
 gestions, expressed views, and discussed them,  
 but they brought none of them to a formal vote.

"The second session, also held at New York,  
 lasted four days, and included detailed discus-  
 sions of every proposed provision, with argu-  
 ments for both additions and eliminations. A  
 third, to be held at Washington after the open-  
 ing of Congress, will consider a new draft, tak-  
 ing account of these and of specific criticism,  
 legal and practical, from various sources. The  
 result may be a measure which Congress can  
 adopt without demur. [Not yet called.—Ed.]

"There have been many endeavors to perfect  
 our copyright laws; but they have been sporadic,  
 as a rule directed to one particular defect, and  
 generally undertaken by the single interest hav-  
 ing a grievance; or, perhaps even less fortu-  
 nately, by advocates of an abstract justice which  
 ran counter to a particular interest. The pro-  
 posed measure will represent a very different  
 purpose, method and authority. Its purpose is,  
 indeed, justice, but a justice within the general  
 intent of the existing law. It recognizes certain  
 definite defects which entail certain substantial  
 hardships. It summons to conference the inter-  
 ests which in a substantial—not merely theo-  
 retic—way are the actual sufferers. And these  
 agree upon the remedies to be recommended.

"But on considering these remedies they have  
 at hand, prepared by the Copyright Office, in

anticipation of this very exigency, careful  
 analyses not merely of the existing copyright  
 laws of the United States and of foreign coun-  
 tries, but of the past statutes, showing the de-  
 velopment of the domestic law and even of every  
 bill ever introduced into Congress proposing  
 amendment to it. They have at their service  
 without cost sound legal counsel from the repre-  
 sentatives of the American Bar Association, itself  
 a participant; the criticisms of other experts on  
 copyright law, and of the legal advisers of the  
 government. And, furthermore, they have  
 throughout the sympathy and the co-operation,  
 the active aid and the conservative experience  
 of the Copyright Office, with its precise knowl-  
 edge of existing procedure, which in this case  
 is also a knowledge of the substantive right."

## AN INGENIOUS SUGGESTION.

A very ingenious suggestion has been made by  
 a comic paper to the effect that the manufac-  
 turers of talking machines should be permitted  
 to place these entertaining devices in the statues  
 of great men with a penny in the slot arrange-  
 ment. In this way public men, although dead,  
 would still be able to address the people. A Ger-  
 man paper suggests in this connection that the  
 experiment should first be tried on the statue of  
 William of Orange, called "the Silent," which is  
 in course of erection opposite to the German em-  
 peror's palace in Berlin.



# RECORD BULLETINS FOR MARCH, 1906.

## NEW COLUMBIA 10-INCH RECORDS.

- 3113 Ernani—Oh! de' verd' anni Mici (Verdi). Baritone solo, in Italian, Piano accom. Taurino Parvis
- 3115 Amore, Amore (Tirindelli). Baritone solo in Italian, Piano accom. Taurino Parvis
- 3116 Il Barbiere di Siviglia—Aria Bartolo (Rossini). Bass solo in Italian, Piano accom. Arcangelo Rossi
- 3117 La Cenerentola (Rossini). Bass solo in Italian, Piano accom. Arcangelo Rossi
- 3127 Martha—Romanza (Flotow). Tenor solo in French, Piano accom. Francisco Nuibo
- 3128 Carmen—La Fleur (Bizet). Tenor solo in French, Piano accom. Francisco Nuibo
- 3161 Il Trovatore—Di tal Amor (Verdi). Soprano solo in Italian, Piano accom. Gina Ciaparelli
- 3321 Wait Till the Sun Shines, Nellie. Tenor solo, Orch. accom. Byron G. Harlan
- 3322 Somebody's Sweetheart I Want To Be (Cobb and Edwards). Tenor solo, Orch. accom. Byron G. Harlan
- 3323 You Can Sail in My Boat (Chauncey Olcott). Tenor solo, Orch. accom. A. Campbell
- 3324 December and May (Ernest R. Ball). Tenor solo, Orch. accom. Albert Campbell
- 3325 Fritz and Louisa (Len Spencer). Vaudeville specialty, Orch. accom. Miss Ada Jones and Len Spencer
- 3326 I'm a Dreamin' of You (J. B. Mullin). Baritone and tenor duet, Orch. accom. Collins and Harlan
- 3327 Sweets of Life Muzurka (C. W. Bennett). Orchestra Bells, Orch. accom. E. F. Rubsam
- 3328 My Lovin' Henry (Terry Sherman). Contralto solo, Orch. accom. Miss Madge Maitland
- 3329 Love's Coronation (Florence Ayilward). Tenor solo, Orch. accom. Henry Burr
- 3330 Good Night, Little Girl, Good Night. (J. C. Macy). Tenor solo, Orch. accom. H. Burr
- 3331 Largo (Handel). Columbia Band
- 3332 Is Everybody Happy? (Hogan and Lemonier). Baritone solo, Orch. accom. Arthur Collins
- 3333 Poppies (Neil Moret). Columbia Orchestra
- 3334 Ground Hog Day at Pumpkin Center (Cal Stewart, Uncle Josh Weathersby's Laughing Story. Cal Stewart
- 3335 Yankee Boogie (Jean Schwartz). Baritone solo, Orch. accom. Bob Roberts
- 3336 When the Mocking Birds are Singing in the Wildwood (H. B. Blanke). Baritone solo, Orch. accom. Frank C. Stanley
- 3337 Sweetest Flower that Blows (C. B. Hawley). Bass solo, Orch. accom. John Dunsmure
- 3338 Molly's Eyes (C. B. Hawley). Bass solo, Orch. accom. John Dunsmure
- 3339 Never, No More (Neil O'Brien). Baritone solo, Orch. accom. Bob Roberts
- 3340 The Original Cohens (Len Spencer). Vaudeville specialty, Orch. accom. Miss Ada Jones and Len Spencer
- 3341 Silver Heels—March and Two-step. Columbia Band
- 5439 La Paloma (Maestro Vradier). Baritone solo in Spanish, Piano accom. Alberto Seresca Caceres
- 5452 Los Parranderos—Polka (E. Navarro). Banda Espanola
- 5455 A los Toros (A. Salvans). Banda Espanola
- 5456 Stabat Mater—Inflammatus (Rossini). Cornet solo, accom. by Banda Espanola. Vincent A. Buono
- 10324 Il Barbiere di Siviglia—Ecco ridente in cielo (Rossini). Tenor solo in Italian, Piano accom. U. Pini-Corsi
- 12509 Tannhauser—Wohl wusst' ich hier sie im Gebet zu finden (R. Wagner). Tenor solo in German, Piano accom. A. Moser
- 12511 Trompeter von Sackingen—Ihr hiesset mich Willkommen (Nessler). Baritone solo in German, Piano accom. Prince's Military Band
- 12514 Spitzentuch der Königin—Walzer (Johann Strauss). Baritone solo in German, Piano accom. Karl Meister
- 12516 Juxhierat—Walzer (F. R. Lehar). Tenor solo in German, Piano accom. Karl Meister

## NEW COLUMBIA "XP" CYLINDER RECORDS

- 32713 Il Barbiere di Siviglia—Aria Bartolo (Rossini) Bass solo in Italian—Piano accom. Arcangelo Rossi
- 32716 Carmen—La Fleur (Bizet) Tenor solo in French, Piano accom. Francisco Nuibo
- 32882 Wait Till the Sun Shines, Nellie. Tenor solo, Orch. accom. Byron G. Harlan
- 32883 Wait Till the Sun Shines, Nellie—Medley. Prince's Military Band
- 32884 Zydek (Sonnenfeld) Tenor solo in Polish, Piano accom. A. N. Panasiwicz
- 32885 Krakowiaki (Panasiwicz) Tenor solo in Polish, Piano accom. A. N. Panasiwicz
- 32886 Pije Kuba. Tenor solo in Polish, Piano accom. A. N. Panasiwicz
- 32887 December and May (Ernest R. Ball) Tenor solo, Orch. accom. Albert Campbell
- 32888 Teach Me How to Win a Bean (A. Greiner). Orchestra Bells, Orch. accom. E. F. Rubsam
- 32889 When the Mocking Birds are Singing in the Wildwood (H. B. Blanke). Baritone solo, Orch. accom. Frank C. Stanley
- 32890 Triumph of Old Glory March (A. Pryor) Prince's Military Band
- 32891 Is Everybody Happy? (Hogan and Lemonier). Baritone solo, Orch. accom. A. Collins
- 32892 I'm Old But I'm Awfully Tough (Cal Stewart). Laughing song, Orch. accom. Cal Stewart
- 32893 My Lovin' Henry (Terry Sherman). Baritone and Tenor duet, Orch. accom. Collins and Harlan
- 32894 Central, Give Me Back My Dime. (Jos E. Howard). Baritone and tenor duet, Orch. accom. Collins and Harlan
- 32895 I Wish They'd Do It Now. (Teddy Simonds). Baritone solo, Orch. accom. Teddy Simonds
- 32896 Ground Hog Day at Pumpkin Center (Cal Stewart). Uncle Josh Weathersby's Laughing Story. Cal Stewart
- 32897 Sweetest Flower That Blows (C. B. Hawley) Bass solo, Orch. accom. John Dunsmure
- 32898 Molly's Eyes (C. B. Hawley) Bass solo, Orch. accom. John Dunsmure
- 32899 Never, No More. (Neil O'Brien). Baritone solo, Orch. accom. Bob Roberts
- 32900 Yankee Boogie (Jean Schwartz). Baritone solo, Orch. accom. Bob Roberts

- 32901 The Original Cohens. (Len Spencer). Vaudeville specialty, Orch. accom. Miss Ada Jones and Len Spencer

## NEW EDISON GOLD MOULDED RECORDS.

- 9218 Gleaming Star (Hager) A Novelette intermezzo. Edison Concern Band
- 9219 Dreading, Love of You (Harris). H. Anthony
- 9220 L-A-Z-Y Spells Lazy (Wallace). Duet, Orch. Collins and Harlan
- 9221 Uncle Josh Weathersby in a Department Store. Andrew Keefe
- 9222 Just a Little Rocking Chair and You (Morse). Ada Jones
- 9223 Hebrew Vaudeville Specialty (Original). orch. accom. Julian Rose
- 9224 Oome One Tinks of Some One (Helf). Orch. accom. Irving Gillette
- 9225 Tenth Regiment March. Edison Military Band
- 9226 Answer (Robyn). Orch. accom. Marie Narelle
- 9227 My Name is Morgan, But It Ain't J. P. (Mohr). Orch. accom. Bob Roberts
- 9228 I love to Tell the Story (Fischer). Sacred male duet, Orch. accom. Anthony & Harrison
- 9229 Sweet Smiles (Laurendeau). Bells solo, Orch. accom. Albert Benzler
- 9230 I Lost My Heart 'Way Down in Alabama (Petrie). Orch. accom. Harry MacDonough
- 9231 Forty-five Minutes from Broadway (Cohan). Orch. accom. Billy Murray
- 9232 I Long to See You Once Again (Winternitz). Orch. accom. Harlan and Stanley
- 9233 Razzazza Mazzazza (Pryor). Edison Concern Band
- 9234 What the Use of Knocking (When a Man is Down) Eldwards). Orch. accom. Edw. Meeker
- 9235 Once Upon a Time (Edwards). Orch. accom. Byron G. Harlan
- 9236 Mandy and Her Man (Original). Vaudeville sketch with Orch. incidental music. Ada Jones and Len Spencer
- 9237 Waltz of the Roses—Air de Ballet (Ecke). introducing a solo for oboe. Edison Symphony Orchestra
- 9238 Sister (Vaughan). March song, descriptive effects, Orch. accom. Frank C. Stanley
- 9239 Pretty Desdumone (Wildman). Orch. accom. Arthur Collins
- 9240 Only a Message from Home, Sweet Home (Florant). Orch. accom. Edison Male Quartette
- 9241 The Dixie Rube (Allen). Descriptive effects. Edison Military Band

## LATEST VICTOR RECORDS.

No March records are to be sold, charged or delivered either at wholesale or retail, and no March "Supplement" to be circulated by any Distributor or Dealer before February 28th. (The 28th of the month to be the simultaneous and earliest "Opening Day" throughout the United States.)

- 4585 A Maid of Mexico. Levy (10)
- 4586 Vanity Fair March. Pryor (10)
- 4540 Darcy and the Mule—Descriptive March. SOUSA'S BAND.
- 4570 "Forty-five Minutes from Broadway." Selection. Godfrey (10)
- 4587 Priscilla, Colonial Two-step. Cohan (10)
- 31486 Woodland Songsters Waltz, with bird warbling. Zellner (12)
- TROMPONE SOLO BY ARTHUR PRYOR WITH ORCHESTRA.
- 31487 Celeste Aida—Aida. Verdi (12)
- XYLOPHONE SOLO BY PETER LEWIN WITH ORCHESTRA.
- 4588 Vienna Circus Galop. Lewin (10)
- BANJO SOLO BY VESS L. OSSMAN WITH ORCHESTRA.
- 4589 A Gay Gosssoon. Kendall (10)
- VIOLIN AND FLUTE DUETS BY D'ALMAINE AND LYONS WITH ORCHESTRA.
- 31491 Call Me Thine Own—Romance from "L'Eclair." Halevy (12)
- 31493 Serenade. Schubert (12)
- TENOR SOLO BY HARRY MACDONOUGH WITH ORCHESTRA.
- 4601 If a Girl Like You Loved a Boy Like Me. Cobb and Edwards (10)
- TENOR SOLOS BY RICHARD J. JOSE WITH ORCHESTRA.
- 31485 When You and I were Young, Maggie. Butterfield (12)
- 31489 Since Nellie Went Away. Taylor (12)
- 31490 The Angel at the Window. Fours (12)
- 31484 Katey Dear. Posey (12)
- TENOR SOLO BY BYRON G. HARLAN WITH ORCHESTRA.
- 4604 Daddy's Little Girl. Madden and Morse (10)
- TENOR SOLOS BY HARRY TALLY WITH ORCHESTRA.
- 4592 On an Automobile Honeymoon. Schwartz (10)

- 4593 Why Don't You Try? Van Alstyne (10)
- TENOR SOLO BY JAMES MC COOL WITH ORCHESTRA.
- 4594 Believe Me if all those Endearing Young Charms. Moore (10)
- BARITONE SOLO BY ALAN TURNER WITH ORCHESTRA.
- 31495 The Village Blacksmith. Weiss (12)
- CONTRALTO SOLO BY MISS CORINNE MORGAN WITH ORCH.
- 4609 What Would You Say, Dear? Briggs (10)
- CHARACTER SONG BY MISS ADA JONES WITH ORCHESTRA.
- 4607 I'm a Woman of Importance. Jerome and Schwartz (10)
- COMIC SONG BY BILLY MURRAY WITH ORCHESTRA.
- 4598 Gee, But This is a Lonesome Town! Gaston (10)

- COMIC SONG BY DAN W. QUINN WITH ORCHESTRA.
- 4603 Football. Bryan (10)
- COON SONG BY ARTHUR COLLINS WITH ORCHESTRA.
- 4597 I'm Getting Sleepy. Hollander (10)
- DUET BY STANLEY AND MACDONOUGH WITH ORCHESTRA.
- 31494 The Old Brigade. Barri (12)
- DUETS BY MACDONOUGH AND BIELING WITH ORCHESTRA.
- 4606 Pal of Mine. Nathan (10)
- 4610 Saved by Grace. Stebbins (10)
- CONTRALTO SOLO BY MISS CORINNE MORGAN WITH MALE CHORUS AND ORCHESTRA.
- 4590 So Long, Mary—"Forty-five Minutes from Broadway." Cohan (10)
- DUET BY COLLINS AND HARLAN WITH ORCHESTRA.
- 4602 Paddle Your Own Canoe. Morse (10)
- HEBREW SPECIALTY BY MISS JONES AND MR. SPENCER WITH ORCHESTRA.
- 4605 The Original Cohens. (10)
- DESCRIPTIVE SPECIALTY BY SPENCER AND HOLT.
- 4596 Auction Sale of a Toy Store. (10)
- MALE QUARTET BY THE HAYDN QUARTET WITH ANVIL EFFECT.
- 4608 The Jolly Blacksmiths. Geibel (10)
- MACDONOUGH AND BIELING AND HAYDN QUARTET WITH ORCHESTRA.
- 31492 In the Golden Autumn Time, My Sweet Elaine. Henry (12)

## MINSTREL RECORDS.

- 4599 Olden Time Minstrels "G". (10)
- 31488 Matinee Minstrel Series—No. 1. (12)
- TENOR SOLO IN GERMAN BY EMIL MUENCH WITH ORCH.
- 4600 Wenn die Schwalben Heimwärts Zieh'n—When the Swallows Homeward Fly. Abt (10)

## SEVEN INCH RECORDS.

- SOUSA'S BAND.
- 4530 Peter Piper—March and Two-step. Henry (7)
- NEGRO SPECIALTY BY BILLY GOLDEN WITH ORCHESTRA.
- 4515 Turkey in De Straw. (7)
- MALE QUARTET BY HAYDN QUARTET WITH ANVIL EFFECT.
- 4608 The Jolly Blacksmiths. Adam Geibel (7)
- MACDONOUGH AND BIELING AND HAYDN QUARTET WITH ORCHESTRA.

## THREE NEW TWELVE INCH MELBA RECORDS.

- 95026 Home Sweet Home. Bishop (12)
- 95028 Sur le Lac (On the Lake). (In French) Bemberg (12)
- 95027 Lo, Hear the Gentle Lark. Sir H. Bishop (12)

## ZON-O-PHONE 10-INCH RECORDS.

- SEVENTH REGIMENT BAND.
- 376 La Mexicana (Mexican Waltzes). (10)
- 377 Mit Schwert und Lanze March. (10)
- 378 Star Spangled Banner. ZON-O-PHONE CONCERT BAND.
- 379 Adolph March. (10)
- 380 Araby—Intermezzo. (10)
- 381 Mountain Echoes. (10)
- 382 Rigoletto—Quartet. HAGER'S ORCHESTRA.
- 383 Irish-American Two-step. (10)
- 384 La Sorella (Popular Spanish March). (10)
- 385 Light Fantasie—Schottische. (10)

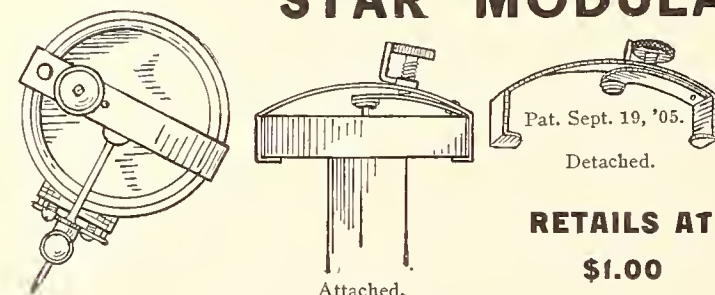
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 390 A Barbecue in Old Kentucky...Colonial Quartette  
 391 Characteristic Negro Medley...Colonial Quartette  
 392 Don't Be What You Ain't.....Murray  
 393 Fol-The-Rol-Lol.....Murray  
 394 He's Nobody's Friend, Not Even His Own...Collins  
 395 I Would Like To Marry You.....Murray  
 396 Just Before the Battle, Mother.....Myers  
 397 Louie and Lena...Miss A. Jones & Len Spencer  
 398 On the Banks of the Rhine with a Stein.....  
 Collins and Harlan  
 399 You Can Sail in My Boat.....Howard  
 400 We Never Seemed So Far Apart Before...Howard

## AMERICAN RECORD CO., BULLETIN No. 2.

## TEN INCH RECORDS.

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 031284 Overture to Zampa .....  
 AMERICAN SYMPHONY ORCHESTRA.  
 031285 Chicken Charlie—A descriptive cake walk.....  
 031286 Medley Sympathy—including "Sympathy" and  
 "Good-bye, Sweet Old Manhattan Isle".....  
 031287 Stradella Overture .....  
 HENRY BURR (TENOR), ORCH. ACCOM.  
 031288 Lorna—A sentimental ballad of English origin.  
 HOWARD BLACKBURN (BARITONE), ORCH. ACCOM.  
 031289 I Want Want I Want When I Want It.....  
 031290 Sailor Song—A ballad of the sea.....  
 ARTHUR COLLINS (BARITONE), ORCH. ACCOM.  
 031291 He's Nobody's Friend, Not Even His Own.....  
 031292 Pretty Desdemone—A darkey love song.....  
 COLLINS AND HARLAN (DUET), ORCH. ACCOM.  
 031293 I'm Dreaming of You—A coon duet.....  
 BYRON G. HARLAN (TENOR), ORCH. ACCOM.  
 031294 Pals, Good Old Pals.—One of the latest songs..  
 FRANK HOWARD (TENOR), ORCH. ACCOM.  
 031295 In Dear Old Georgia—Sentimental song of the  
 South.....  
 ADA JONES (CONTRALTO), ORCH. ACCOM.  
 031296 I'm the Only Star that Twinkles on Broadway.  
 MALE QUARTETTE.  
 031297 Nellie Dean—Song and chorus.....  
 031298 Steamboat Medley .....  
 031299 Wait 'Till the Sun Shines, Nellie.....  
 BILLY MURRAY (TENOR), ORCH. ACCOM.  
 031300 On Robinson Crusoe's Isle—As sung by Marie  
 Cahill.....  
 YESS L. OSSMAN, BANJO-PIANO ACCOM.  
 031301 Yankee Girl—A snappy musical number.....  
 DESCRIPTIVE SPECIALTY—STEVE PORTER & EMMA FORBES.  
 031302 Mrs. Hiram Offen Engaging a Servant Girl.....  
 LEN SPENCER AND ADA JONES, ORCH. ACCOM.  
 031303 Fritz and Louisa.—A little Dutch dialogue....  
 FRANK STANLEY (BARITONE), ORCH. ACCOM.  
 031304 When the Bell in the Lighthouse Rings Ding-  
 Dong.....  
 HARRY TALLY (TENOR), ORCH. ACCOM.  
 031305 Good-bye, Sweet Old Manhattan Isle.....  
 ALAN TURNER (BARITONE), ORCH. ACCOM.  
 031306 Letter song from "Veronique".....  
 SEVEN INCH RECORDS.  
 AMERICAN SYMPHONY ORCHESTRA.  
 160 Medley—Sympathy .....  
 161 The Sultan's Dream .....  
 162 The Giggler Two-step.....  
 171 Home of My Childhood—Waltz.....  
 BYRON G. HARLAN, ORCHESTRA ACCOMPANIMENT.  
 163 Somebody's Sweetheart! Want To Be.....  
 ADA JONES, ORCHESTRA ACCOMPANIMENT.  
 164 I'm the Only Star That Twinkles on Broadway...  
 MALE QUARTETTE.  
 165 Nellie Dean .....

- 166 Wait 'Till the Sun Shines, Nellie.....  
 BILLY MURRAY, ORCHESTRA ACCOMPANIMENT.  
 170 Forty-five Minutes from Broadway.....  
 LEN SPENCER AND ALF. HOLT.  
 167 Auction Sale in Toy Store.....  
 169 Krausmeyer and His Dog Schneider.....  
 LEN SPENCER & ADA JONES, ORCHESTRA ACCOMPANIMENT.  
 168 The Original Cohens.....

## INTERNATIONAL RECORD CO.'S LIST.

- PELUSO'S ORCHESTRA.  
 647 Cayuga Medley .....  
 648 Silverheels .....  
 BRASS QUARTETTE, WITH ORGAN.  
 750 Nearer, My God, to Thee.....  
 751 Evening Star (Tannhauser).....  
 752 The Lost Chord .....  
 753 Then You'll Remember Me (Balfé).....  
 754 Annie Laurie—introducing "How Can I Leave  
 Thee".....  
 755 How Fair Thou Art.....  
 756 The Nightingale .....  
 757 Call Me Thine Own .....  
 758 The Hunter's Joy .....  
 759 In Spring Time .....  
 760 The True German Heart .....  
 761 Rock of Ages—introducing "Auld Lang Syne".....  
 BARITONE SOLOS BY J. W. MEYERS, ORCH. ACCOM.  
 1625 On An Automobile Honeymoon—from "The Ham  
 Tree".....  
 1626 Will the Angels Let Me Play .....  
 1627 Good-bye, Sweet Old Manhattan Isle—one of the  
 musical hits from "The Ham Tree".....  
 1628 Colleen Bawn.....  
 1629 In the Town Where I Was Born.....  
 1630 Pocahontas—burlesque Indian song.....  
 1631 Moon Song—from "Gingerbread Man".....  
 1632 Nursery Rhymes—from "Gingerbread Man".....  
 1633 Will You Love Me in December as You Do in  
 May.....  
 1634 I'll Do Anything in the World for You.....  
 BARITONE SOLOS BY ARTHUR COLLINS, ORCH. ACCOM.  
 1637 If the Folks Down Home Could See Me Now.....  
 1638 Moving Day .....  
 1639 Pretty Desdemone.....  
 TENOR SOLOS BY BYRON G. HARLAN, ORCH. ACCOM.  
 2093 Let Me Write What I Never Dared to Tell.....  
 2094 Keep on the Sunny Side.....  
 2095 When the Whippoorwill Sings Marguerite.....  
 2096 Watch Where the Crown Goes By.....  
 BARITONE AND TENOR DUETS BY COLLINS AND HARLAN  
 ORCH. ACCOM.  
 2179 L-A-Z-Y, Spells Lazy.....  
 2180 Jessamine .....  
 2181 When Mose with His Nose Leads the Band.....

## IMPERIAL RECORDS (LEEDS &amp; CATLIN.)

- BARITONE SOLOS BY J. W. MEYERS, WITH ORCH. ACCOM.  
 44703 In a Little Canoe With You.....L. Edwards  
 44704 Larry .....Dougherty  
 44705 Dreaming, Love of You.....C. K. Harris  
 44706 The Town Where I Was Born.....Paul Dresser  
 44707 Just Before the Battle, Mother.....Geo. F. Root  
 44708 When the Green Leaves Turn to Gold.....  
 Leo Edwards  
 44709 Good-bye, Brave Heart .....Edw. S. Brill  
 44710 I'll Do Anything in the World for You.....  
 Gus Edwards  
 44711 Pocahontas .....Gus Edwards  
 QUARTETTES.  
 44712 A High Old Time.....  
 44713 Wait 'Till the Sun Shines, Nellie.....  
 44714 Nellie Dean .....  
 44715 Camp-Meeting Jubilee.....  
 44716 The County Fair .....  
 WHISTLING SOLOS BY GEO. W. JOHNSON, PIANO ACCOM.  
 44701 Whistling Coon .....  
 44762 Whistling Girl .....

## TALKING MACHINE IN THE CONGO.

Their Civilizing Influence Permeates Every  
 Section of the Globe—Interesting Story Told  
 by Col. Macpherson of a Trip Made Last  
 May—Here's an Enthusiast.

Lieut.-Col. William Grant Macpherson, C. M. G., of the Royal Medical Corps, British Army, while in New York last week, en route to New Orleans, told an interesting story of a trip he made with a small party into the heart of the Congo Free State last May, and of meeting with an American exile there who is the "boss" of a small Congo settlement. After describing a visit to Boma, the capital of the Congo Free State, Colonel Macpherson continued:

"We then took the steamer and started up the Congo river toward the center of Africa. The scenery was never monotonous. Now we came to high, white cliffs, now to low, sandy shore. Here we found heavy forests, whose edges ended apparently in midstream, and there the low bush, which only half hid treacherous swampland. Soon we reached a station on the French shore of the Congo, and landed by way of a giant trunk in the midst of a fairy settlement. The first thing to welcome us was a gorilla, who turned three somersaults, and then extended a hairy, long-nailed paw. At a swinging gait the well-trained ape led us over a barren hillock to a little settlement called Maar.

"The sight of the place I shall never forget. We walked beneath an avenue of carefully planted trees, and around us we saw signs of civilization not to be witnessed in any other corner of the world. Neither America nor Europe can ever hope to produce such a settlement. Orange trees, heavy with fruit, scented the cool air, a great white fountain, half hidden by clouds of fluttering doves, splashed lazily in an open square. All around were aviaries, walled with wide meshed wire, and filled with fluttering, chirping birds. Occasionally, instead of birds, we found monkeys, apes, a leopard, or a snake. The settlement had a population of some 400 Congolese, and you can judge of my surprise when I found that a Yankee was the 'king' of the settlement. He said his name was Alexander Fisher. With the usual enterprise of his countrymen he had made a collection of the country's bird and animal life, so that we could see them without troubling to hunt.

"The bungalow in which he lived was clean, roomy, and well furnished. The well-upholstered furniture was comfortable, and dull moments were enlivened by a first-rate talking machine, with hundreds of records of the world's best music, both classical and popular, as well as music boxes, and, by the way, some excellent lager beer and wine. He also had many bad records of animals and birds which he made himself, and which will prove valuable some day.

"Mr. Fisher beamed with hospitable joy; he dined and wined us and showed us all over his settlement. The place is a trading store. Fisher said that business was dull; but he did not sigh from his luxurious exile. He loved his birds and apes and live stock more than he loved Yankee-land, and his wish was to be buried beneath the shadow of an orange tree, facing the river, in the center of the open square of his little kingdom.

"He told me he was born in Texas fifty-two years ago. By a few remarks which he dropped I imagined he had got into some serious trouble in Texas and fled the country. It's not likely that Fisher is his real name. He was a man of fine physique and appeared to be well educated. He had complete control over his half-naked black subjects, and could speak their language perfectly."

On board the Cherokee, the liner which was recently wrecked on the Jersey coast, the talking machine was made use of to cheer the spirits of the men after almost all hope had been given up. For some time these instruments have been included in the outfit of our coastwise steamers, but this is perhaps the severest test its entertainment feature has been put to.



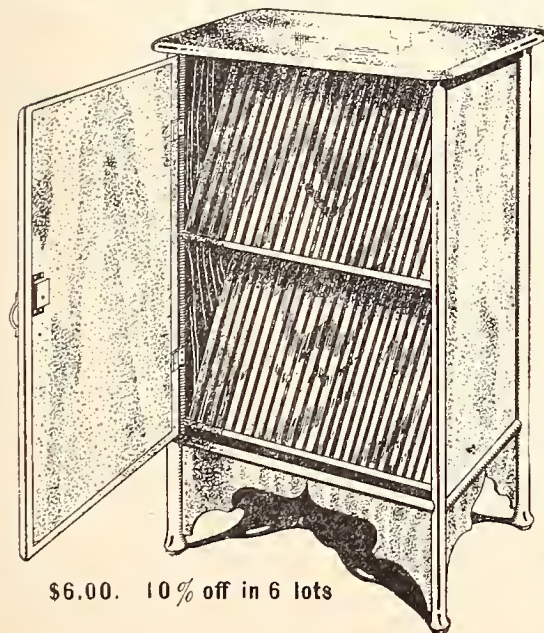
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 Brooklyn.  
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## With the Makers, Sellers and Users of Automatic Specialties

The estimate that over a million pennies find their way every day into the slot machines of New York City alone, gives an added respect for these devices that catch stray pennies when time hangs idle on one's hands in an elevated, subway, or ferry station.

Those idle minutes of waiting net the owners of slot machines a rich profit, as something like one million bits of chewing gum and chocolate are drawn from those machines in a day by the persuasive pressure of coppers. These vending machines have increased in favor so much in the past few years that there is one to be seen at every drug store, news stand, on the street corners, several in every elevated and subway station; in fact in every conspicuous place where people are likely to gather. These automatic contrivances used to be looked upon by the American public as a catch-penny scheme to part them from their small coins and give nothing in return, but as the machines have improved, the confidence of the public has increased, though as yet they are not used to anything like the extent in this country that they are in England and Germany.

\* \* \* \*

The slot machine is an old story abroad. In England they have been in general use for more than a hundred years, while in America the industry is of comparative recent growth. In the former country they are regarded as great public conveniences. There they have few penny machines, but for coins the same value as our nickel, one can get postage stamps, a sandwich, all sorts of confectionery in various sized packages, towel and soap, a glass of water, soda or lemonade.

\* \* \* \*

For general use the chocolate and chewing gum machines, and those of the weighing type, have the widest interest for the American people. A nickel machine has not as much fascination for them. When they expend as large an amount as five cents, they want the returns to be something that comes across the counter from the hand of a clerk. What they get for pennies seems so much for nothing, and that sensation tickles their fancy as much as the bit of chocolate or the piece of chewing gum does their palate.

The firm that has the concession for the elevated and subway station slot machines in New York City operates four or five thousand of them, and in order to keep these supplied, it has twenty-five enormous machines going all the time, which wrap from fifteen to eighteen thousand pieces of gum and chocolate a day. A corps of men is kept constantly at work filling the machines. Every day they are refilled and examined to see that they are in working order; for when a penny gets lodged in a machine and refuses to bring forth the desired piece of gum, the owner of the penny begins to have a feeling against slot machines in general as snares and delusions. The companies know this, and on that account look out carefully for disorders in their instruments. The newest improvement in these machines provides that the penny will drop right through if the wares have given out.

\* \* \* \*

The weighing machine, a little less popular than the vending machines, because it brings only a mental satisfaction instead of a material return for the penny, is perhaps the most paying of all slot controlled devices, inasmuch as the cost of the machine and an occasional repairing is the only expense attached. The water machines are also coming into popularity and are to be found in many of the ferry houses in and about New York City, but have never been generally introduced in the streets and in public places, as they probably will be at no distant time, to fill a decided want. At the St. Louis exposition they were the most popular penny devices on the grounds. The tired sightseers knew they were getting a glass of pure, filtered, carbonated water, and that satisfaction in itself is well worth a penny. The devices for holding opera glasses and packages of candy, which are to be found in most of the theatres now, are forms of the slot machine that are growing in favor.

\* \* \* \*

The automatic restaurants, of which New York has two, have not proved the popular successes here they have abroad. There they are in general use. Americans, in spite of the many accusations against their ways of eating, have not quite accustomed themselves to coffee and sandwiches that shoot out of a tube from some mysterious unseen realm. If their confidence in slot machines continues to increase as it has in the past few years, they may, however, come to accept this manner of restaurant with better grace.

The penny arcades are developments of the slot machine business that have sprung into great demand in the past five years. They are dotted all over Brooklyn and Manhattan with their blaze of electric lights and their tempting array of penny attractions; starting in this metropolis, they are spreading all over the country, as men of means, realizing the immense profit to be derived, jump at the opportunity. As competition increases, the necessity for a large expenditure on showy attractions and princely decorations has grown, and notwithstanding the steady inflow of money one cannot help but wonder how the managers can afford such expense.

\* \* \* \*

The largest of these institutions in this city, and one of the largest in the country, is the establishment on Fourteenth street, owned by the Automatic Vaudeville Co. Here one can get anything by dropping a penny in the slot, from a love letter to the hanging of Mrs. Rogers. A continuous vaudeville goes on all the time, in which the automatic piano plays an important and conspicuous part, to a crowd ever changing but seldom decreasing. Along the walls and in two rows down the center of the large hall are crowded hundreds of machines, with a curious assortment of attractions advertised in glaring pink and green signs overhead. The talking machines offer a wide selection of music, almost anything from the overture to "William Tell" to the latest coon song. The mutoscopes show every variety of picture, some ghastly and weird, like the hangings and electrocutions, which, by the way, seem to have a morbid sort of fascination, from the amount of pennies they register; others frankly absurd or merely picturesque. One of the newer instruments is the illustrated song machine. There are all sorts of weighing and measuring machines, contrivances to test the lungs, grip and strength, vibrators and electric shock batteries, name plate and fortune telling devices. In the basement are found the magic mirrors and shooting galleries. These and many other attractions form the general make-up of

## Some Progressive Makers of Automatic Specialties

If there is anything you require in Slot Machines  
CALL OR WRITE  
New York Agent for The Caille Bros. Co.  
Detroit, Mich. F. S. ZIMMERMAN.  
5 East 14th St., New York.  
The man who sells the machines that get the money.

Special Hardened Black Cylinder  
**B & R RECORDS**  
Talking or Vocal, best talent, Spencer, Murray, Collins, Harlan, Macdonough and others. Your Own Name on Announcement on the record, in 100 lots, 21c. each.

A fine chance for dealers to advertise themselves. We furnish all the Phono Parlors in the U. S.  
**BURKE & ROUS, 334-336 Fifth Ave., Brooklyn, N. Y.**

**THE RUDOLPH WURLITZER CO.**  
MANUFACTURERS  
CINCINNATI, O. CHICAGO, ILL.  
**Com-Operated Pianos, Harps**  
AND OTHER MUSICAL SPECIALTIES  
Paying 200 per cent on the Investment. Biggest Money Makers of the day. Liberal inducements given

Every Manufacturer in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the March list.

**American Mutoscope & Biograph Co.**  
11 E. FOURTEENTH ST., NEW YORK  
**The Mutoscope** Oldest and Best Known Slot Machine  
"The Backbone of the Automatic Parlor Business"  
Showing Moving Pictures in their Most Attractive Form

Coin operating machines, the great money makers, are made in great variety by **ROTH & ENGELHARDT, Windsor Arcade, New York.**

(Further particulars on inside back cover page)

**Coin Operated Talking Machines**  
**Coin Operated Illustrated Song Machines**  
**Coin Operated Machines of all other types**

**THE ROSENFELD MFG. CO.**  
591 HUDSON STREET, N. Y. CITY

Talking machine dealers and arcades can make good money by handling the Regal line of coin operating machines.

**REGAL PIANO PLAYER CO., 891 Southern Boulevard, New York, N. Y.**  
(See ad. on front cover page.)

## THE PIANOVA COMPANY,

Manufacturers of

**44 AND 65 NOTE ELECTRIC PLAYERS**

with or without nickel in the slot attachment

**SECURE THE AGENCY NOW.**

**117-125 Cypress Avenue,**

**New York.**



# The TONOPHONE Automatic PIANO

With Nickel-in-Slot Attachment

## GREATEST MONEY-MAKER ON EARTH

For Hotels, Cafes, Drug Stores and Resorts of all kinds, its earning capacity having no Equal. It is also a great attraction and business stimulator. Dealers will find it very profitable to handle the TONOPHONE.

**THE "TONOPHONE"** has stood the test of time and is to-day acknowledged by all (even our competitors) **THE KING OF ELECTRIC PIANOS.**

*The*  
**Tonophone**

*Has many points  
of superiority.*



By our Exchange  
Plan you can ex-  
change Cylinders  
for

**\$5.00**

10 tunes, 50c. each

This gives you an op-  
portunity to have the  
latest music at a  
small cost.



*The*  
**Tonophone**

is an entirely new instru-  
ment, and has only lately  
been perfected. It plays  
ten tunes automatically  
with expression. Any num-  
ber of new tunes can be  
produced at small cost.  
The cases are finely fin-  
ished. Mahogany or Oak  
veneered. In ordering, al-  
ways state what kind of  
electric current you have;  
if it is direct current, state  
the number of volts, if it  
is alternating current state  
volts, number of cycles and  
number of alternations.

*Complete list of  
Tunes mailed  
upon request.*

**T**HE "TONOPHONE" is the only Automatic Piano which has an almost indestructible cylinder with 10 tunes. This cylinder gives the "Tonophone" many advantages over all other Automatic Pianos, most important of which are the following:

**Any One of the 10 Tunes can be Played at Any Time**

**Any Tune can be Repeated as Often as Desired**

There is on the outside of the case a dial, with arrow and handle attached, numbered from 1 to 10, representing the number of tunes on cylinder. By turning handle you set cylinder to play tune the arrow may point to. The "Tonophone" is the only Automatic Piano where any one of the tunes can be played at any time. It is fitted with device whereby each tune is played twice for one nickel.

An important and invaluable point of advantage about the "Tonophone" is that it is so constructed that the cylinders are interchangeable, permitting, where it can be agreeably arranged, for an exchange of cylinders.

The "Tonophone" is operated by an electric motor which is set in motion by a nickel, which is received by nickel-in-slot attachment. This attachment is covered by "Letters Patent," and is designed and so constructed that it throws out and refuses to take and keep any spurious coins, in this way giving absolute protection against iron washers, etc.

The earning capacity of the "Tonophone" has no equal and no limit. It has taken in as much as \$50.00 per week. It requires no attention, consequently is *par excellence* a money-maker of the best kind. For public and private places, and resorts of every description, there is at this time nothing better on the market. It is attractive and a novelty; the music being perfect piano music, makes it captivating and fascinating.

EXCLUSIVE AGENCY GIVEN IN UNOCCUPIED TERRITORY. WRITE AT ONCE

**THE RUDOLPH WURLITZER CO., Manufacturers**

CINCINNATI

CHICAGO



these palaces of amusement—the crowning feature of this broad and thriving industry.

\* \* \* \*

Messrs. Wells, Dunne and Harlan, well known in the automatic world, are opening parlors on a large scale throughout the South, among which the largest and most elaborate are at Richmond, Norfolk and Nashville. The mutoscopes, of which there were ordered 150, were furnished by the American Mutoscope & Biograph Co., of this city.

The latest feature of these new arcades seems to be outside decorations, on which large sums are expended, the white plastic formations being set off by artistic arrangement of electric lights. The effect at night is beautiful, and proves to be a great crowd drawer.

\* \* \* \*

It is rumored that the largest arcade in the world will shortly be opened on Park Row, near the City Hall, New York, by a well-known company. More people pass this spot in one day than any other in greater New York. No more need be said in recognition of the wise move on the part of this company.

One of the largest parlors opened in the past year is that of Harry Davis at 347 Fifth avenue, Pittsburg. Mr. Davis is well known in theatrical circles, being owner of three of the largest theatres in that city, among which is the Grand Opera House. The establishment is fitted up in lavish style, and occupies a floor space of 10,000 square feet. The talking machines were furnished by the Rosenfield Mfg. Co., 150 in all. Fifty of these were of their new style illustrated song type. Mr. Davis is reported as doing an immense business.

\* \* \* \*

An undertaking by no means small is that of collecting the pennies from 4,600 machines which comprise the outfit of one of our modern arcades. So thought Morris Kohn, the treasurer of the Automatic Vaudeville Co., of this city, and being of a mechanical turn of mind he forthwith set out to solve the difficulty. The invention consists of a series of tracks (boxed in) running beneath all machines, each instrument being connected by a steel pipe running from the slot into which the pennies are deposited to the roof of this boxed passage. The base of the pipe is closed with an arrangement of drop doors, which the car in passing beneath automatically opens, receiving the coins, and in going on to the next closes. There are eight cars in all. Each is fastened to a motor carriage. The tracks are wired and charged by electric (city) current. After having gone the rounds the car goes down an incline to the office, where it passes over a catch which releases the bottom and allows the pennies to pour down a chute into the safe. The same operation is then repeated. The benefit of this modern system is not only time saved, but there are numerous other advantages. For instance: having each machine numbered, you place a slug bearing the same corresponding figure in each in the morning. Send your car around; if it fails to collect, say No. 25, then you know without further investigation that the machine is out of gear. It eliminates any loss by dishonest employees, and makes impossible the clogging of the machine by too many pennies.

\* \* \* \*

Talking machines recently played a prominent part in Buffalo, where Samuel L. Robertson in almost a single day cleared up \$5,000 at the expense of R. Wagner. Both men are Buffalonians. Wagner has charge of a brilliantly lighted establishment in Main street, where penny in the slot machines are featured. He succeeded Mark Bros., who made a fortune there. A few days ago the lease of the store next door to Wagner's place ran out, and Robertson secured it for a long term at a good price. Then he started to fit the place out with a line of talking machines and other devices that catch pennies. He also started to promote a company. First thing he did was to hire an electrician to put in three times as many incandescent lights as Wagner's place boasts. When Robertson's talking machine emporium was about half finished Wagner wanted it. He dis-

liked opposition, and bought out Robertson. It is said Robertson realized \$5,000 on the transaction. "Robertson made money on the deal," said Wagner to-day, "but I thought it a profitable venture to buy the place."

\* \* \* \*

The following taken from the current issue of Munsey's Magazine is an interesting contribution to this department:

If chance ever finds you alone on Broadway—  
Within a few blocks of the Opera House, say—  
Defile, if you can, from the endless parade  
And linger awhile in the Penny Arcade.  
Suburban and Urban, 'tis here that they meet—  
The lad from the country, the man from the street.  
The pretty young girl, the timid old maid,  
They hear the same airs in the Penny Arcade.  
In London aforetime a penny would bring  
A broadside of ballads, which you'd have to sing;  
But here, drop your cent, and the song will be played.  
And sung, in a way, in the Penny Arcade.  
Here's a gay tune or sad tune to answer your whim—  
A dance or a dirge, an old-fashioned hymn,  
An Irish "Come-all-ye," a "coon" serenade,  
Or a spellbinder's speech in the Penny Arcade.  
Let's see, here's a new song by Miss Edna May:  
And what's that—"Jim Bludso," a poem by Hay?  
Yes, listen: 'Tis strange, but your heart-strings are  
frayed,  
And your eyelids grow moist in the Penny Arcade.  
How the mass was intoned by the late Pope at Rome.  
How Jeff as young Rip went away from his home.  
When Teddy went West, how the cowboys hurried—  
You'll find them all here in the Penny Arcade.  
So, if chance ever finds you alone on Broadway,  
Just step in and hear what the records may say:  
For life in epitome, sunshine and shade,  
You'll find it set forth in the Penny Arcade!  
ROBERT GILBERT WELSH, in Munsey's Magazine.

\* \* \* \*

If praise from pleased customers can cause an increase of sales, then, judging from the many testimonials received at the offices of Roth & Engelhardt, the manufacturers of the Peerless and Harmonist players, they should be continually rushed with business, which, in fact, they are. One of the many in their possession concerns a Peerless that they sold through their New Orleans representatives, L. Grunewald Co., to the Nelson Bros.' Cafe, of the same city, in June, 1904. It reads as follows:

Jan. 31, 1906.

Messrs. L. Grunewald Co., Ltd.:

Gentlemen:—We have one of your Peerleiss

electric pianos in operation in our picture arcade and also in our saloon. The one in the arcade has been in operation for eight months. We kept it playing constantly from 8 a. m. to 10 p. m. every day during this period without once getting out of order, and we firmly believe that the Peerless piano has no equal.

The one we have in our saloon is a money-getter and a great drawing card for the bar. Very respectfully yours,

(Signed) Jno. J. and Jas. E. NELSON.

\* \* \* \*

The Regina Music Box Co., of 11 East 22d street and Rahway, N. J., has found the coin-operated Reginaphone, described in The World a short time ago, to be a splendid seller, and at the present time they are not able to keep pace with the orders they are daily receiving. It has proved to be just the thing for all places where a coin-operated phonograph is needed, and its advantage over the one in common use is that it plays six records, and will give a different selection for every coin dropped in. They say that dealers will find it one of the most profitable propositions that has been offered in that line.

### TRAVELING SHOWMAN HANDLING

Twentieth Century Graphophone in His Business With Great Success.

The introduction of the "Twentieth Century" graphophone has doubled the sale of cylinder records out on the Pacific Coast, says the Columbia Record. In the village of Cornelius, Oregon, recently a traveling showman reported that he was making \$15 to \$20 per day, and said his business was being very materially assisted by having a "Twentieth Century" graphophone as a part of his outfit. He has the machine at the end of his wagon, and whenever he plays it, a crowd quickly gathers. Sometimes he plays the graphophone in passing through small villages, and this is the signal for people to gather from far and near and follow behind the wagon as if it were a real brass band that was dispensing the music.

The Rudolph Wurlitzer Co., Cincinnati, O., are building up an immense trade in their extensive line of automatic musical instruments.

# Everybody wants them!

# SOFTERTONE

# Needles & attachments



FOR VICTOR EXHIBITION AND CONCERT,  
COLUMBIA, AND ZONOPHONE SOUND BOXES

SOFTERTONE NEEDLES reduce the volume and bring  
out every detail and shade of tone in the Record

# Play Six Records

SOFTERTONE NEEDLES may be played on the same or different Records at least six times without injury to the Record—in fact, a Record will last three times as long when a Softertone Needle is used.

**IMPORTANT:** When ordering mention Name and Style of your Sound Box

The attachment for the Victor Exhibition Sound-Box also fits the Columbia and Zonophone Sound-Boxes. Price, Softertone Needles, in packages of 200, 25 cents. Price, Softertone Attachments, each 25 cents. Dealers' discount same as they are receiving on Victor machines.

FOR SALE BY **LYON & HEALY** CHICAGO





## TURNING MUSIC INTO DOLLARS

If a man should come along and ask permission to give you twenty-five dollars in exchange for ten dollars, you would think he was crazy; but you would jump at the chance, provided the money was good.

This is about what we are offering you, Mr. Dealer, when it is simmered down to the real facts.

The PEERLESS COIN OPERATED PIANO is the Highest Type of Perfection.

It is the Automatic Piano which can be safely trusted far away from a repair shop. This fact is of vital importance to every automatic piano user. Let us prove it.

A Peerless Coin Operated Piano placed in a Cafe or a Hotel will not only draw crowds of people, but it will more than pay for itself in a short time, and net the owner a handsome dividend thereafter.



STYLE D.

That is how to change  
music into dollars.

**Highest Awards**

**Gold Medals.**

**Buffalo, 1901.**

**St. Louis, 1904.**

**Portland, 1905.**



STYLE 44.

# ROTH & ENGELHARDT

(Props. Peerless Piano Player Co.)

WINDSOR ARCADE

FIFTH AVENUE

NEW YORK





# Keep Your Stock of EDISON GOODS Complete

**This Dealer Carries the Goods the People Want. He Carries Enough of Them. He Loses No Sales.**

Gentlemen:—I carry every domestic record in stock, besides a large surplus stock, and a fair assortment of French and British band records. I started in three years ago with three machines and 200 records and have sold over 3,000 records this year. I have sold some of the "other kind," but have dropped them as the Edison records have them beat more than *one mile*.

Name and address will be furnished upon application.

I beg to remain,  
Very truly yours,

\* \* \* \* \*

The thousands of dollars we spend each month in advertising interests hosts of people in the Edison goods. We tell them of the high qualities of Edison Phonographs and Records. We show the many ways in which the phonograph can be used. We create the desire. Then, it's up to you, Mr. Dealer. Your part is to supply the needs of the customers we send you. Show them a complete stock. Make your salesrooms attractive. Every customer you turn away because you cannot supply him with the goods he wants means lost trade and profits.

Read the above letter again. This dealer's policy is to increase his sales by the efficiency of his service. Is that your policy? If not, think it over. Every customer you satisfy forges a link in the chain that holds your trade.

## FOLLOWING ARE THE JOBBERS IN EDISON GOODS IN THE UNITED STATES AND CANADA.

Albany, N. Y.—Finch & Hahn.  
Allegheny, Pa.—Henry Braun.  
Allentown, Pa.—G. C. Aschbach.  
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.  
Baltimore—E. F. Droop & Sons Co.  
Bangor, Me.—S. L. Crosby Co.  
Birmingham—The Talking Machine Co.  
Boston—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Sptg. Gds. Co., C. E. Osgood Co., Read & Read.  
Brooklyn—A. D. Matthews' Sons, Price Phono. Co.  
Buffalo—P. A. Powers.  
Canton, O.—Klein & Heffelman Co.  
Chicago—James I. Lyons, The Vim Co., Montgomery Ward & Co., Rudolph Wurlitzer Co., Babson Bros., Lyon & Healy.  
Cincinnati—Ilsen & Co., Rudolph Wurlitzer Co.  
Cleveland—Eclipse Musical Co.  
Columbus—Perry B. Whitsit Co.  
Dallas—Southern Talking Mach. Co.  
Dayton, O.—Niehaus & Dohse.  
Denver—Denver Dry Goods Co., Hext Music Co.  
Des Moines, Ia.—The Vim Co., Hopkiss Bros. Co.  
Detroit—American Phono. Co., Grinnell Bros.  
Easton, Pa.—William Werner.  
Elmira, N. Y.—Elmira Arms Co.  
El Paso, Tex.—W. G. Walz Co.

Fitchburg, Mass.—Iver Johnson Sporting Goods Co.  
Fort Dodge, Iowa—Early Music House.  
Fort Worth, Texas—Cummings, Shepherd & Co.  
Gloversville, N. Y.—American Phono. Co.  
Harrisburg—S. K. Hamburger.  
Helena, Mont.—Frank Buser.  
Houston—Texas Phono. Co.  
Hoboken, N. J.—Eclipse Phonograph Co.  
Indianapolis—Indiana Phono. Co., Kipp Bros. Co., A. B. Wahl & Co.  
Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co.  
Kingston, N. Y.—Forsyth & Davis.  
Knoxville—Knoxville Typewriter and Phono. Co.  
Lafayette, Ind.—A. B. Wahl & Co.  
Lincoln, Neb.—H. E. Sidles Cycle Co.  
Louisville—C. A. Ray.  
Lowell, Mass.—Thos. Wardell.  
Memphis—F. M. Atwood, O. K. Houck Piano Co.  
Milwaukee—McGrea Bros.  
Minneapolis—Thomas C. Hough, Minnesota Phono. Co.  
Mobile, Ala.—W. H. Reynolds.  
Montgomery, Ala.—R. L. Penick.  
Nashville—O. K. Houck Piano Co., Nashville Talk. Mach. Co., Magruder & Co.  
Newark, N. J.—A. O. Petit, Douglas Phono. Co.  
Newark, O.—Ball-Fintze Co.  
New Bedford, Mass.—Household Furnishing Co.

New Castle, Pa.—W. C. De Forest & Son.  
New Haven—Pardee-Ellenberger Co.  
New York City—Bettini Phonograph Co., Blackman Talking Machine Co., J. F. Blackman & Son, Sol Bloom, I. Davega, Jr., S. B. Davega, Douglas Phonograph Co., H. S. Gordon, John Rose, Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker, Alfred Weiss.  
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.  
Omaha—Omaha Bicycle Co., Neh. Cycle Co.  
Oswego, N. Y.—Frank E. Bolway.  
Paterson, N. J.—James K. O'Dea.  
Pawtucket—Pawtucket Furniture Co.  
Peoria, Ill.—Peoria Phonograph Co.  
Philadelphia—C. J. Heppe & Son, Lit Bros., Penn Phonograph Co., John Wannamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.  
Pittsburg—Theo. F. Bentel Co., Inc., H. Kleher & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Talking Machine Co.  
Portland, Me.—W. H. Ross & Son.  
Portland, Ore.—Graves & Co.  
Poughkeepsie, N. Y.—Price Phono. Co.  
Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood & Co.

Quincy, Ill.—Quincy Phonograph Co.  
Reading, Pa.—Reading Phonograph Co.  
Richmond—Magruder & Co.  
Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.  
San Antonio, Tex.—H. C. Kees Optical Co.  
San Francisco—Peter Bacigalupi.  
Savannah, Ga.—George R. Youmans.  
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.  
Scranton—Ackerman & Co., Technical Supply Co.  
Seattle, Wash.—D. S. Johnston Co.  
Spokane, Wash.—Spokane Phono. Co.  
Springfield, Mass.—Flint & Brickett Co.  
St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T. M. Co.  
St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Minnesota Phono. Co.  
Syracuse—W. D. Andrews.  
Toledo—Hayes Music Co.  
Toronto—R. S. Williams & Sons Co., Ltd.  
Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.  
Troy, N. Y.—Finch & Hahn.  
Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.  
Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.  
Waycross, Ga.—Geo. R. Youmans.  
Williamsport, Pa.—W. A. Myers.  
Winnipeg—R. S. Williams & Sons Co., Ltd.  
Worcester, Mass.—Iver Johnson Sporting Goods Co.

**National Phonograph Co.,** 59 LAKESIDE AVE.  
ORANGE, N. J.

31 Union Square, New York

304 Wabash Avenue, Chicago, Ill.



# *The* TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, March 15, 1906.

TALKING MACHINE MEN WILL FIND THE REGAL

## The Best Among the Coin Operated Music Makers

**T**HE life of Arcades  
**H**OLDS the trade in  
Cafes  
**E**ASILY increases your  
receipts  
**R**IGHT Player, right  
price  
**E**STABLISHES trade  
wherever placed  
**G**UARANTEED income  
for the speculator  
**A**TTRACTS and holds  
attention anywhere  
**L**IMIT to its earnings  
never reached.



Regal Automatic 65-Note Player.

### THE REGAL PIANO AND PLAYER CO.

891 Southern Boulevard,

NEW YORK





# CHEYENNE

Catalogue No. 031317.

Sung by Billy Murray.

## One of Our Latest Records —A Decided Hit!

A cowboy romance, depicting life on the Western plains. Introducing the hoof-beats of the pony, Indian yells and other effects.

Will Exceed "Tammany"  
in Popularity

Dealers should be prepared with a good stock on hand.

Our No. 3 E Bulletin, printed elsewhere in this paper, contains many attractive selections. Among them :

No. 031318.—"My Lovin' Henry." By Billy Murray.

No. 031312.—"Old Meeting-House Days." An orchestra selection of peculiar charm consisting of a medley of old-fashioned hymns, in vogue a hundred years ago.



The Indian Records Are Superlative.  
Not Better Than the Best, but Better Than the Rest.



# AMERICAN RECORD COMPANY HAWTHORNE, SHEBLE & PRESCOTT

Sales Managers

Springfield,



Mass.



# The Talking Machine World

Vol. 2. No. 3.

New York, March 15, 1906.

Price Ten Cents

## NEWS FROM THE EMERALD ISLE.

**Talking Machines as Language Teachers Demonstrated Before the Pupils of the Municipal Technical Institute—The Systems and Machines Used—Highly Important Occasion—T. Edens Osborne Off on Holiday.**

(Special to The Talking Machine World.)

Belfast, Ireland, Feb. 10, 1906.

The demonstration of talking machines as language teachers to the pupils of the French and German classes of the Belfast Municipal Technical Institute, which took place yesterday, was of a most successful character, a large audience of students being present, who were not only very enthusiastic in praise of both the phonograph and graphophone, but were deeply interested in the records. And it was quite obvious that each of the pupils as well as the teachers present were quite agreed that the "talker" as an aid to language study was an invaluable auxiliary to home work. The instruments used were the Edison Standard, the 20th Century Sound Magnifying Columbia Graphophone, and the triple-spring Monarch Gramophone. The records used were the French lessons of the I. C. S. of Scranton, Pa. (gold-moulded Edison), the German lesson phonograph records supplied by the Modern Language Press, Ltd., of London, and the French lesson disc records of the British Zonophone Company, London (the Bizeray system of teaching French).

The principal of the Institute, Francis C. Forth, A.R., C.Sc.I., made a record in German, and the French master, Mr. Arnold, made a record in French, both of which were reproduced before the students and excited considerable interest.

T. Edens Osborne's blushes were not spared when Mr. Forth showered compliments on "the demonstrator," and he felt quite embarrassed when he was expressing his gratitude for a vote of thanks proposed by the German master and seconded by the French master. As Mr. Osborne puts it: "Before yesterday evening I thought I occupied a place on the right hand side of a decimal point. Now I feel as though I am on the other side, but I don't know how far!"

Mr. Osborne, by the way, leaves Belfast on Monday for a holiday of a few weeks, visiting London, Paris, Marseilles, Palma (Majorca, Boleraric Isles), Algiers, Tunis and ruins of Carthage, Malta (Valetta and some land excursions), Sicily (Palermo, Satania, Taormina, etc.), Corsica, including Ajaccio, the birthplace of the great Napoleon; Villefranche or the French Riviera, and some excursions on the Riviera to Monte Carlo, Nice, etc.

The gramophone records of Patti's songs have come to hand and are being bought freely by the best section of the Belfast public.

## PIANO DEALER GETS WISE.

**Gives World Credit for Conversion to Talking Machine Idea—Now Opening Large Department.**

A dealer in pianos from a prosperous manufacturing center in New England said to The World in a recent chat: "When talking machines first were introduced, as a commercial proposition, I paid no attention to them, as I considered them beneath my dignity. That was several years ago, and I have grown older and wiser, thanks to the educational work of your paper. I am now giving them my careful attention, and one of my objects in visiting New York at this time is to examine into the merits of the various instruments with a view to opening a large department for their sale. I believe they are cultivating a latent love for music among the masses, which in time will create a

demand for musical instruments of every description. You can set me down as a convert to the talking machine trade, and I have no doubt but that in time I will become an enthusiast."

## CARUSO THE FAMOUS

**Sings Duets With the Talking Machine Reproducing His Own Voice—An Intimate View of the Artist.**

The New York Sunday Herald of recent date contained a full page devoted to Caruso, the distinguished tenor, whose voice is well and favorably known through the medium of the talking machine records he has made, as well as in the operatic field. The story was copiously illustrated in colors accompanied by some cartoons for which the well-known singer is famous, and after describing a visit to his home we read:

"But the funniest sight is when they begin playing the talking machine, which gives, among others, Caruso's own voice and songs from the different operas. Then Caruso tries to accompany in his own voice and with the same song. It is quite startling and novel in conception. But when the music lasts too long our friend Rossi, the great comic basso, joins in with his capers and puts a very effective stop to all serious efforts. Then friends drop in to chat and laugh and gossip. When there are not too many Caruso's large working room upstairs is used as a smoker. There you find the walls covered with posters, sketches, caricatures, newspapers and albums all over the place, to the great despair of Martino.

"Besides caricaturing, Caruso models in his hours of leisure. He has made some very good bas-relief portraits in bronze of Giraltoni, Scotti, his physician, Dr. Curtis; Conried, his child and himself.

"I was fortunate enough one evening to be present at one of his rehearsals previous to his going to a concert. His accompanist, Brizzi-Peccia, was at the piano. Several of the songs Caruso had never seen before; others were familiar Neapolitan songs. But those familiar Neapolitan songs sung by him sounded like new creations. He has mastered his technique so completely and he sang the new songs so easily that you would have believed he knew them as well as he knows 'Santa Lucia.' He stood there smiling and the song came out of his throat with the same facility with which I blow the cigar smoke out of my mouth. And I was thinking of my good fortune compared to that of the man who in the next hour was going to pay a check of four figures to hear the same songs. The reason for Caruso's great success lies not only in the wonderful voice he possesses, but the splendid use he makes of it; also in his keen intelligence and his tireless energy."

Mme. Caruso, like her husband, is a clever musician, her specialty being the piano. Caruso's favorite American number, by the way, is a little piece of music by Victor Herbert, whom he greatly admires.

## TALKING AFTER DEATH.

A feature of a funeral service recently held over in Laporte County was a phonograph selection. When the religious ceremony was over a phonograph was placed on the casket and the assembled mourners listened to the dead man singing one of his favorite hymns. It is believed to have been the second case on record where the paradox of a man singing at his own funeral was witnessed. The first case occurred in Cork, Ireland, and was recorded in The World at the time.

Greenwood & Sons Music Co., 7 West Federal street, Youngstown, O., have remodeled their piano parlors, erecting booths to cater to the talking machine business which they established.

## TALKING MACHINE MEN FORM CLUB.

**Boston Salesmen Get Together for This Purpose—Blakeboro Succeeds Ormsby Who Goes South—Business Conditions Excellent in All Branches and the Year So Far Is Breaking Records.**

(Special to The Talking Machine World.)

Boston, Mass., March 8, 1906.

A club composed of talking machine men is about to be formed in Boston, with every prospect of success. It cannot help but be a good thing for all concerned, as it will bring the men closer together, will give to each new ideas about their trade, and show to each what a good fellow the other man is. S. J. Freeman and J. L. Gately, of the Eastern Talking Machine Co., are among the leading spirits in forming the club, and they are ably assisted by H. R. Skelton, of the Winchell Co., and by F. E. Lane of the Columbia Phonograph Co.

It is planned to hold monthly meetings, at which there will be some form of entertainment, and to make the entire organization one that will be of real benefit to the men in the trade. Above all things, it is intended that the club shall act as a means of killing out the desire to "knock" every other person. It will have a broad scope, and its membership will not be confined to Boston men alone. The name will be The New England Talking Machine Salesmen's Club, and its next meeting will be at the Winchell Co.'s store, 95 Summer street.

Retail Manager J. H. Ormsby, of the Columbia Phonograph Co., who was mentioned in the last issue as desirous of getting to the Pacific coast on account of his health, has left Boston for the South, and will in all probability find himself soon in charge of one of the company's stores on the Pacific coast. His position has been given to H. M. Blakeboro, who has been in the employ of the Columbia Co. for the past eight years, coming recently from Milwaukee. He has seen service in Detroit and Pittsburg also. Mr. Blakeboro is a young man of the "hustler" type and has become very popular with the boys here. An additional department has been created at this store to take care of outside business.

Business is very brisk at the Eastern Talking Machine Co. Wholesale Manager Chamberlain says that the results for January and February are the greatest in the history of the house. This company is pushing the Edison machines, the full line, with much vigor.

At the Winchell Co. the manager and all his salesmen were too busy every day this week to see any trade paper men. This is the best kind of news in reality, for it shows that "something is doing." A novelty is in operation here in the form of a girl who plays the violin while another plays the piano, and thus they show off the sheet music which is a feature at this store. Otis A. Rowell, formerly assistant manager of the commercial department at the Columbia Phonograph Co., has joined the forces here. This will prove a good move for the Winchell Co., because Mr. Rowell is an inventor of considerable merit. He is about to put on the market a new needle that will not wear off and that will do away with scratching entirely.

The Pike Talking Machine Co. is certainly out for the goods. They have worked up an excellent trade at a slight cost by advertising to give away 28,000 disc records to customers who purchase 300 Victor needles.

Dr. E. W. Scripture, who has been making researches in phonetics under a Smithsonian Institution grant, has secured a gramophone record of the voice of Emperor William of Germany. It will be preserved by the National Museum at Washington, and, of course, will not be used in any public way in the Kaiser's lifetime.



## ST. LOUIS IS SATISFIED

With the Volume of Business Transacted in February—Talking Machines and Records Are Growing in Demand in This Territory.

(Special to The Talking Machine World.)

St. Louis, Mo., March 10, 1906.

The consensus of reports from all of the talking machine dealers on business for the month of February indicate that trade during that period has been fully up to expectations, and in some cases far better than expected. The demand for this kind of entertainment is growing very rapidly here, and the finest machines are selling the best.

W. C. Fuhri, manager of the Columbia Phonograph Co., made a visit to their local branch at Memphis, Tenn., recently, and announces that they are negotiating for a much larger and more attractive location. He states that reports from their branches on February business are very favorable; that their new goods and six-inch records are going fast, and the outlook for the future is very bright.

D. S. Ramsdell, vice-president and manager of the St. Louis Talking Machine Co., makes very favorable reports and states that their large machines are in good demand.

T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., reports trade in a very healthy condition, and that their February business was quite satisfactory.

E. B. Walthall, manager of the talking machine department of the O. K. Houck Piano Co., states that trade has been very good with them during February, and that their business is rapidly increasing. They have just added a large increase in their shelving by which they will be able to carry 40,000 records in connection with their present stock.

E. L. Garvin, manager of the Western Talking Machine Co., is spending several weeks in Louisville, Ky., recuperating.

M. Silverstone, manager of the Talking Machine Co., announces that this concern will alter

their display windows at an early date. He also reports trade good.

Geo. M. Nishett, manager of the National Phonograph Co., Chicago, has spent several days here. A. H. Kloeher, representative of the same concern, has also been here.

## BIG TALKING MACHINE DEAL.

Harger & Blish Purchase Entire Stock of Premium Machines from the Victor Talking Machine Co. Who Discontinue This Branch of the Business.

One of the biggest talking machine deals yet recorded was that made recently when L. F. Geissler, General Manager of the Victor Talking Machine Co., sold to Harger & Blish, Victor distributors at Dubuque, Ia., their entire stock of Premium machines, aggregating some ten thousand outfits. Some idea of the size of the deal may be gained when it is understood that if delivery was made in a single shipment a full train of twenty cars would be required to transport them.

With reference to the deal, the Victor Co. are sending out the following letter to their Premium trade:

"The Victor Talking Machine Co. have decided to discontinue the Premium Machine Department. The enormous growth of the business in our regular line is overtaking our factory capacity and precludes our giving proper attention to our Premium Machine Department. In this emergency we have just concluded a deal with Messrs. Harger & Blish, of Dubuque, Ia., our largest premium jobbers—to purchase, and have sold to them our entire stock of Premium machines, both styles 1 and 2—all that are at present made up, as well as those in the process of manufacture in our factory.

"This sale was probably the largest single and outright sale of talking machines that one person ever consumed. Harger & Blish are in a position to extend you exactly the same service and prices as we have in the past, and in all

probability will offer you other inducements that will be very attractive.

"Shipments will be made either from Dubuque or Camden, N. J., whichever preferred by the dealer. We have taken the liberty of referring your correspondence to Messrs. Harger & Blish, assuring you for them their prompt and courteous attention. Yours very truly,

"LOUIS F. GEISSLER, Gen. Mgr."

On commenting on the above we wish to say that Harger & Blish have the distinction of concluding the largest single purchase of talking machines on record.

The deal places the above firm in complete control of the entire Victor Premium business throughout the whole United States, and they are to be congratulated for their enterprise in securing for themselves so important a contract. The deal will enable them to get into closer touch with the premium using trade and no one values its great possibilities more than they.

The present Victor contract together with several exceptionally strong, attractive Premium propositions, that they are at present exploiting, should develop all kinds of business for them during 1906.

George M. Pitot, formerly manager of the phonograph department of the A. B. Clinton Company, has accepted the position of manager of the Victor talking machine department of the M. Steinert & Sons Co., of New Haven, Conn. Mr. Pitot has had many years' experience in the talking machine line and we feel sure that he will get a big share of the Victor business in his territory, as he is working several new schemes to let the people of New Haven know that they can always find everything in the Victor line at "Steinert's."

One of the enterprising talking machine establishments of the West is the Enz Phonograph store, of Red Wing, Minn. The advertising which they are carrying in the local papers is exceedingly effective.

## Do You Use Our Needles?

NO MATTER

what make you are using  
from whom you buy  
how good the needle  
how cheap the price

YOU ARE NOT GETTING AS GOOD A  
NEEDLE AS WE FURNISH

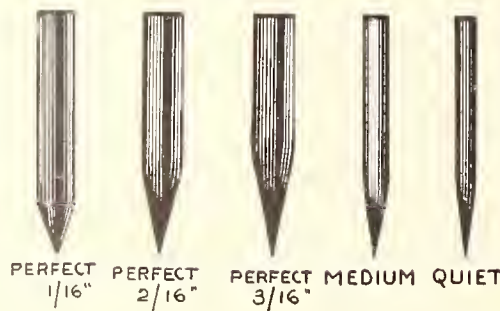
WE DO NOT HANDLE INFERIOR GOODS

OUR NEEDLES ARE THE BEST MONEY CAN BUY

OUR PRICES ARE LOW—FOR GOOD NEEDLES

TRY OURS AND YOU WILL USE NO OTHER

Samples  
Furnished  
at  
30c.  
per M



Special  
Prices  
on  
Large  
Quantities

THE ADJUSTABLE  
SOUND BOX

SHOULD BE ON ALL YOUR MACHINES

IT

HAS A 2 INCH DIAPHRAGM  
IS ADJUSTABLE

GIVING ANY REQUIRED TONE  
CARRIES HIGH TONES MOST PERFECTLY  
ENUNCIATES MOST DISTINCTLY  
GIVES A NATURAL TONE  
IS NOT HARD ON THE RECORDS  
IS THE BEST YOU EVER HEARD

MADE FOR VICTOR-TAPER-ARM ONLY  
PRICE, \$5.00

Regular Victor Discount to Distributor and Dealers.  
Sent Upon Receipt of Price

IF NOT SATISFACTORY MONEY WILL BE REFUNDED  
Write for Full Particulars

AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET (BROOKLYN), N. Y. CITY

LARGEST TALKING MACHINE HOUSE IN THE CITY.



## JUDGE HAZEL'S DECISION IN JONES PATENT SUIT.

Court Declares This Process of Duplicating Records Anticipated—Case Appealed to Higher Court—J. O. Prescott Chats Interestingly of the History of the Case—The Suit at Issue One of Great Importance to the Talking Machine Industry.

Feb. 19, Judge Hazel, in the United States Circuit Court, New York, handed down a decision in the Jones patent suit brought by the American Graphophone Co. against the Universal Talking Machine Manufacturing Co. and the American Record Co., declaring the patent invalid, inasmuch as the process of duplicating records claimed by the inventor had been anticipated by the prior state of the art.

J. O. Prescott, of Hawthorne, Sheble & Prescott, sales managers American Record Co., referring to the opinion, spoke as follows to The World:

"This is one of the most important suits on talking machine patents that has come before the court in recent years. Particular interest attaches to this patent and the decision because of the prominent position in the trade occupied both by the complainant and the defendants, and the varying effect on the trade in general by a decision favorable to either of the parties in the action. The so-called Jones patent covers many essential features of the process used in the manufacture of discs by all of the prominent manufacturers in flat records in the business to-day. Had the patent been sustained it is believed the American Graphophone Co. could have forced the various companies to discontinue the process. But since, in Judge Hazel's opinion, the patent is invalid, it doubtless opens the field of manufacture to all comers, and will probably result in inducing other concerns to take up the manufacture of discs.

"From the early days of the talking machine industry down to 1903, the cylindrical record was most widely known and used, because the well-known Bell and Taintor patent, covering recording and engraving sound waves on wax-like material, was so broad in its scope as to effectually discourage attempts to manufacture by this or any other method necessitating the use of a cutting stylus. This latter patent was controlled by the American Graphophone Co. A few years prior to the expiration of the Bell and Taintor patent, Joseph W. Jones applied for a patent covering a process for the manufacture of discs of the type at present so well known on the market. It is alleged that the claims in this patent were as broad in their scope as the Bell and Taintor invention, and that had the Jones patent been sustained it would have given the monopoly of the disc business to the American Graphophone Co., to whom this patent was assigned, or to its licensees, as the Bell and Taintor patent enabled them to control the cylinder business.

"Among the manufacturers there was much scepticism as to the validity of the Jones patent, and their opinions were backed by large amounts of capital invested by several companies to manufacture discs by processes similar to those claimed in the patent. The first action on this patent was brought in 1901, in the name of the patentee, and was directed against the Universal Talking Machine Manufacturing Co. Later on the American Graphophone Co. acquired title to the patent, and was substituted as complainant. From time to time during the following four years testimony was taken at intervals by both parties.

"In May, 1905, the suit was brought for hearing before Judge Platt. About five months previous, suit had also been commenced by the American Graphophone Co. against the American Record Co., the latter ignorant of the suit against the Universal Talking Machine Manufacturing Co., supposed it had been selected as a defendant of a test case, until it learned in May, 1905, that the test case was about to be tried against the Universal Co. They investigated the defenses opposed by the Universal Co., finding several which the American Record Co. had uncovered, but which had not been put in shape for presentation to the court. They prevailed upon Judge Platt to postpone the trial of the case against the Universal Talking Machine Manufacturing Co. in order that their own case might be proceeded with and their additional defenses de-

veloped, when both cases should be brought on simultaneously for hearing.

"The entire summer of 1905 was spent in the active taking of testimony, both by the American Graphophone Co., and the American Record Co., and all defenses known to the latter concern, including several not interposed by the Universal Co., were set forth at length in the defendant's record, when the cases were finally reached for hearing before Judge Hazel in December last. Judge Hazel's opinion, in surveying the situation, deals with the salient points, as follows:

"This invention has for its particular object a method of duplicating or producing copies of an original sound record of the zig-zag type, which was specially adapted for use on a talking machine known as the gramophone, invented by Emile Berliner. At the date of the patent in suit the phonograph, the invention of Edison; the graphophone, the invention of Bell and Taintor; and the gramophone, the invention of Emile Berliner, were known to the art and their distinguishing characteristics well understood. Sound records of the Berliner patent consisted of flat zinc records, having etched on their surface a number of infinitely small undulatory grooves of uniform depth representing sound waves. The sound record of the invention adapted for use on talking machines of which Edison and Bell and Taintor were the inventors, consists of cylindrical tablets, having cut or engraved on their surface vertical undulations or irregularities of varying depth. The distinctive proposition of the patentee (Jones), as stated by him, was the process or method of duplicating or multiplying a sound record having lateral undulations of even depth. This object involved the method already known of producing the original or master record, the subsequent steps of making a metallic matrix by electrolysis, separating the same from the original record and thereupon repeatedly pressing the matrix into a suitable yielding material so as to produce a vendable article.

"The defenses interposed are anticipation, non-infringement, want of patent ability in that the process described in the specifications is for a mode of operation in which no elemental change is accomplished or chemical action effected. That a sound record of the type in question and the materials by which the result is obtained (except the graving element) separately considered, were familiarly known, is not seriously disputed. Nor was it contended that the patentee was a pioneer in making sound records. Whether the different steps of the process in suit were old must be ascertained by an examination of the antecedent art. Such art as understood by the patentee is stated in the specification. The elicited facts show that the departure of the patentee from the process of Berliner consisted of abandoning the etching feature and

adopting in its stead a method of cutting or engraving in a substance of less resistance.

"The question is whether Jones discovered a radically different method of duplicating sound methods of zig-zag type. . . . I am unable to agree with the complainant that cutting or engraving on a cylindrical or wax record, as stated in the Edison and Gouraud patents (though it may not have been in hard wax) followed by electroplating and using the matrix to duplicate vertical undulations did not suggest the Jones process. . . . The skilled artisan doubtless would have had little difficulty in adjusting the various elements so that a flat sound record of the type in question could have been produced without experimentation or the trials of an inventor. I think it not only indicates that the process described might substantially be used by the way pointed out by Jones, but also that they contemplated the application of his invention to the disk record.

"Moreover, that it was old, at the date of the Jones invention, to engrave or cut a sound record of uniform depth directly upon a so-called master matrix, finds support in the testimony of Berliner, Sanders and Levy, witnesses for the American Record Co. . . . Referring again to the evidence in the suit against the American Record Co., the document filed in October, 1881, by Bell and Taintor, in the Smithsonian Institute at Washington, specifically refers to the feature of cutting or engraving both the vertically undulating and zig-zag processes and to the duplication of phonograms.

"The file wrapper and contents shows that the patent in controversy was rejected about eight times on the ground of want of patentability, in view of the prior patents to Edison, Berliner, Young, Rosenthal and Frank, Bell and Taintor and Gouraud. Subsequently, however, the patent was granted by the Commissioner of Patents, owing doubtless to the earnest and skillful arguments of the counsel.

"What the patentee accomplished is thought to fall within the rule laid down in the following cases: Locomotive Works against Medart, 158 U. S. 68; Smith against Nicholls, 88 U. S. 112; Pennsylvania Co. against Locomotive Co., 110 U. S. 490. Inasmuch as the proofs satisfy me that the patent in suit is anticipated by the prior art, it follows that the bill must be dismissed with costs."

The Universal Talking Machine Manufacturing Co. was represented by Horace Pettit, and the American Record Co. by Edmond Wetmore, president of the American Bar Association, and Samuel Owen Edmonds. The defense was looked after by E. K. Camp, Philip Mauro and C. A. L. Massie. The American Graphophone Co. will appeal the case.

### RECENT INCORPORATIONS.

The Strong & Williams Co., of East Orange, is a corporation which filed a certificate in New Jersey last week for the purpose of manufacturing phonographs and graphophones. Capital, \$500,000. Incorporators: James Strong, W. R. Williams, E. Williams, all of East Orange.

## PROOF That Double Service Will Increase YOUR Business

E. R. GUTHRIE

BICYCLES, PHONOGRAPHS

1540 O STREET

International Correspondence Schools,  
Scranton, Pa.

Gentlemen:

Replying to yours of 5th inst. regarding my success in selling the I. C. S. Language Outfits will say, there is no other phase of the Phonograph business that has appealed to me as this language system does. The sales are naturally with the more well-to-do people and there is no question of installments to contend with. One can approach the most exclusive people with this language proposition and be sure of a respectful and interested hearing. By exercising a little judgment in selecting the people to be approached with it the dealer will find almost half of them will become good "prospects." The super-sensitive people who have always said they would not have a phonograph in the house fall right into line and enlarge the field for phonograph sales by a large proportion. A "demonstration" for a prospective customer usually consists in playing one record and having a quiet chat. Occasionally one who has already acquired a literary knowledge of a language asks for one of the advanced lessons to be run. Contrast this with playing "rag-time" for an hour for a lot of gigglers who buy one or two records and the dealer who tries it will surely become a devotee to the Language Outfit sales. Nearly every one he shows it to can tell him of some friend who will be interested also.

Yours truly,

*E. R. Guthrie.*

It has increased other dealers' business from 10 to 30 per cent. } Box 918  
To find out what it will do for your business, write to-day to } Scranton, Pa.



## PRACTICAL SUGGESTIONS AND COMMENTS.

### EVILS OF BAD HORN ADJUSTMENT.

Wm. F. Hunt, of Wanatah, Ind., to whom we are indebted for many valuable suggestions, writes: "A matter of much importance which is given little consideration by the average phonograph user and which is often the cause of bad reproductions is the carelessness in the selection and adjustment of amplifying horns. A horn should always be thoroughly tested as to whether it has any loose seams. A horn with this defect will cause rattling in the reproduction and this fault is in many cases mistakenly attributed to the reproducer. No matter how little rattle there may be in the horn it will do much toward making the reproduction unnatural and unmusical, especially so in the more delicate selections. Furthermore, a horn should never be used on a phonograph without a rubber connection, as this acts as an insulator for the sounds arising from the motor part of the machine. Even with the improved suspended motors there is a noticeable hum from the mechanism and this noise is in turn conducted to the horn and there amplified in the same manner as the reproduction itself. You have, perhaps, never given this matter any thought. Put a horn, without the rubber connection on your machine, let it run without a record on it and listen. You will be surprised at the amount of hum that will issue from the horn. Metal connections should never be used no matter how much you may think they improve the tone. The phonograph has passed the age of a noice producer. In its present state and under proper conditions it is a musical instrument in the highest terms and should be treated as such. Furthermore, I wish to say that in order to get the best results from a phonograph it should be selected with the same care as a violin. I believe that the difference in tone quality in reproducers is equally as varied as that of the violin. Volume should be only a secondary consideration. It is quality of tone that is most essential."

### BEST MATERIAL FOR DIAPHRAGMS.

Writing to our esteemed London contemporary—The Talking Machine News—Mr. Seymour says: "I should like to say a few words with regard to the opinion expressed by The Talking Machine World correspondent quoted in your issue for February 1. This gentleman says that 'something besides mica, glass or metal, a substance more porous, will have to be used before perfection of tone is reached, especially in vocal reproductions.' As an experimentalist who never rests, and who has multiplied variations and modifications of every imaginable material in diaphragm work. I am very decided in the opinion that glass stands high above any other material for the best results, both in recording and in reproducing. The objection that 'the present diaphragms produce a sharpness of tone which is quite the most unnatural part of a reproduction' is true of many reproducers, but the objection holds good mainly with regard to the small-sized diaphragms, and with badly constructed sound-boxes. It is much more a question of size and construction than of material, although more porous materials such as celluloid, cardboard, wood pulp, gelatine and wood (especially aspen), give excellent natural reproductions, though the volume is always weak. I have found perforated carbon to possess all the advantages of the foregoing without diminution of power; in fact, it yields more power than glass, but few records on the market are good enough for a sensitive material of this description. The glass form, however, is preferable for vocal, and the carbon for instrumental, reproductions."

### FAULTY RECORDING.

"The same correspondent thinks that 'the art of recording has reached a higher point of perfection than the reproducing,' because 'many reproducers work quite well on a certain few records, but give bad results from most.' By

what process of logic does he reach the conclusion that the reproducers, and not most of the records, are at fault? The art of recording is the art which lags behind, and as improvements are effected in the records, reproducers will easily be increased in efficiency to be equal to the occasion. The chief defect in the average record is that characteristic harshness which is technically known as 'blast.' The greater the efficiency of a reproducing diaphragm on records of this class, the worse the result, because all the demerits, as well as the merits, are more perfectly brought out. It is quite a common thing to hear persons condemn a reproducer on the ground that it blasts. To the uninitiated I may say that blast is always a defect in the record, for which the reproducer, of whatever make, is not in the least responsible.

### CAUSES OF BLAST.

"Blast is due to a broken track in the process of recording, and is a symptom of bad workmanship. There are two leading causes of this trouble, one that the recording diaphragm has been given more work than it is capable of doing, causing it to jump the blank surface and thus break the track; the other, recording has been done on soft blanks and the sapphire has cut too deeply, so that one line of track partially intersects another, breaking the upper edges thereof. It is easy to obviate the first cause by good judgment, and the second cause is a good sign that finality has been reached in the tendency of deep cutting on machines that have the present standard traverse movement of 100 threads to the inch."

### WHO CAN ANSWER THESE QUERIES?

M. A. Grant, of the Unique Talking Machine Co., Houston, Tex., writes The Talking Machine World as follows: "Gentlemen, can you put us in touch with the printer or publisher of the list that was gotten up to include all records up to June, 1905? The list is arranged according to the alphabet, but shows all records, like this:

Disc				Cylinder		
A	V	Z	C	E	L	xp
	2683so	5931so	1827so	8626so		32471so
32610	For sale a Baby					

"We have a copy and note the subscription price, but there is no designation of publisher, etc. It is a most useful book to a dealer, and if we could get a copy that was arranged so that we could fill in the new ones monthly—or if there was a new one printed monthly we would be more than glad to subscribe for it.

"Can you tell us whether the Lambert records are made now and where?"

We can't just place the printer or publisher of the list Mr. Grant refers to, and will ask the aid of our readers in this matter.

The Lambert records are not made by the Lambert people at the present time, but we understand that records similar to them are made by Leeds & Catlin, of New York.

### THE "ANNOUNCEMENT" ON RECORDS.

T. Willson, of York, England, referring to the announcement on records, and its effect on the length of the records, says: "I think the announcement answers a good purpose, because it is in the first few lines that a record first shows signs of wear, and becomes scratchy, and by the time the announcement is made the needle, or sapphire, and record have adapted themselves to each other, and the record runs smooth; but if there is no announcement, the record proper must suffer for the first few lines. Anyone can prove this by trying a record with an announcement and one without. Now, I suggest that in order to make the record longer the sound waves should be of the same length in a large (disc) record as they are in a 7-inch record. A large record travels faster than a smaller one, and, therefore, the sound waves must be longer to obtain the true sound. Now if the sound waves are made shorter on the large

record it could be run slower, so in two ways the record would be lengthened, because more could be got on the record in the same space, and the machine could be run slower. Take an illustration. A 7-inch record is roughly 21 inches in circumference, and if the announcement takes up six revolutions it would travel 126 inches. A 10-inch record is 30 inches in circumference, and to run the six revolutions it would travel 180 inches, a difference of 54 inches. Now, whatever is recorded on the 126 inches of the 7-inch record is recorded on the 180 inches of the 10-inch record; but the sound waves are stretched out 54 inches in the six revolutions—I do not give the exact result, but it is very near and will illustrate my meaning. This gain in 10-inch records would, I think, meet the desire expressed for longer records. I also think there is too large a circle left inside the larger discs. They could be run as near the centre as a 7-inch, and with as good results."

### PHONOGRAPHIC TUNING FORKS.

In the patent department of The Talking Machine World some months ago an invention was recorded which contemplates the use of phonographs in tuning musical instruments. With a phonograph record it is said a tone can be produced and sustained at an even pitch as long as desired. The record is in the form of a disc, although the well-known cylindrical form is also applicable. This record consists of a series of concentric tone circles, each circle being made by a single or sustained tone. There are thirteen of these tone circles, representing what is known to musicians as the equal temperament—thirteen notes within the scope of one octave. The whole temperament is so equalized as to give the operator an absolute guide. By placing the phonographic reproducer in the proper tone circle any tone can be sustained for an indefinite period, so that the user can give his attention to the proper adjustment of the instrument which is being tuned. It will be evident that the number of tone circles could be increased, but for the purpose of a guide in tuning instruments the number indicated is said to be sufficient.

### COLLAPSABLE HORN OF MERIT.

A collapsible horn has at last been perfected in this city, which in every way "fills the bill," and is already creating a commotion in manufacturing circles. The horn is made from various materials—one resembling tortoise shell being very beautiful, while those of "Leatherite" possess a wonderful softening effect on the music. The ribs are flexible, and are made of spring steel nickel plated, with folding supports or braces, controlled by an automatic draw frame. When folded the horn measures about 24 inches by four inches and is made to fit both disc and cylinder machines.

### EDISON GRAND OPERA RECORDS.

A subscriber of The World in Los Angeles writes to inquire if the National Phonograph Co. intend to include in their list of grand opera records some songs in English. We may say that elsewhere in this issue reference is made to the fact that a number of new artists have been engaged to make grand opera records for this company, and it is not at all improbable that a number of records in English will be made in due course. This is a new departure, and the company must be given fair time to develop their plans.

### CHANGING NEEDLE FOR EACH RECORD.

A correspondent to the Talking Machine News writes to that paper to know if it is really necessary to use a new needle for each record, as the makers advise, and points out that some time back the rule was to change the needle after every third record. "I have been advised to turn the needle round after using," he says. "What is your opinion about this? Of course, one does not want to injure the record, on the other hand one does not want to use more needles than are absolutely necessary, for even if they are cheap, the price soon mounts up." He further points out that the cost is not of so great account as the annoyance of changing the needle after each





## When you sell

a customer a *Victor Talking Machine* you aren't through with him by any means. You're just getting started. Think of the sales of *Victor Records* that are sure to follow!


If a customer buys a \$50 *Victor* you can count on him to be good for at least \$250 worth of records—experience has proved it.

Keep right after every purchaser of a *Victor*. Get a complete line of the new *Victor Records* every month as they are issued and let your customers know you have them.

Get these customers in the habit of coming to your store regularly and have your salesmen play the newest records for them. That will get them buying and you'll round up a nice share of *Victor Record* business and run your profits 'way up.

There's no end to the money you can make on *Victor Talking Machines and Records*.

**Victor Talking Machine Company**  
Camden, N. J.

 P. S —A host of other dealers find this plan profitable and it should also be a good thing for you: Place standing monthly orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them.)

Artistic Monthly Supplements furnished free for this purpose.



record. All disc machine users will agree with him on that point, but inconvenience is unavoidable at present. It is obvious, and I have pointed it out before, that a needle which will play through a 10-inch record should last out two 7-inch discs, but I doubt the wisdom of using it longer than that. The makers of the records are in the best position to judge the wearing effect of the needle, and it would be courting disaster to ignore their advice to use each needle once only. As to turning the needle, I have never experimented, but though one might be enabled in this way to use the same needle for two records with no deterioration in reproduction, the trouble of turning the needle would be just as great as that of changing it. The cost would be halved, of course, but, I take it, the average user is concerned more about the inconvenience than about the cost.

#### A STANDARD SPEED TEST.

Some valuable pointers on the matter of speed are given by the Edison Phonograph Co. (London), as follows: "On the back rod of every Edison phonograph now being sent out from the factory, two circular marks have been placed at a distance of  $1\frac{6}{10}$  of an inch apart. With the phonograph fully wound and running at full speed, and with reproducer arm down as for reproducing, the reproducer arm should travel from one mark to the other in exactly one minute, which indicates that the cylinder makes 160 revolutions in one minute. These marks may easily be made on any phonograph, but care must be exercised to make them exactly the right distance apart. Even a slight variation will affect this speed.

#### WANTS ACCOMPANIMENTS OF SONGS.

J. S. Simpson, of Cleveland, in a letter to The World, expresses a desire that the manufacturers of records should include in their lists the accompaniments of songs without the words. He says: "This is now done by the manufacturers of perforated music for use in piano players, and has proven a great success. A great many users of talking machines, particularly those

gifted with a voice, would like to be able to have an accompanying medium. I am in this class myself, having a tenor voice of excellent range and quality, but am unable to play the piano. I believe that if the manufacturers of records included a half dozen accompaniments of first-class songs in their next list, they would find a splendid demand for them if brought to the notice of users in the proper manner.

#### RECORD OF A CANARY'S SONG.

One of our subscribers, a talking machine dealer in the South, tells us of the great success he has had in making a record of the song of his canary bird. When he first attempted the operation, the noise of the machine frightened the bird, and it was impossible to get results. It took him almost a month to get the bird and the machine acquainted. Even after that time he made several attempts to secure a good record, but without avail. His effort on the "fifth round" was successful, and he claims to have secured a most marvelously true reproduction of the canary's voice. He would like to know if readers of The World have ever made such an attempt and if they have been successful.

#### SOUTH AMERICAN TRADE.

Some Remarks by the New York Commercial Show That the Importance of the Industry Is Being Recognized by the Daily Papers.

Like some of the trade papers our brethren of the daily press are now actually waking up to the value of the talking machine and the growth of the industry in this country as well as its ramifications throughout the entire world. The New York Commercial, for instance, a week or so ago, contained a lengthy story regarding the growth of the trade in talking machines and records as well as its future possibilities.

The writer, emphasizing that the industry is peculiarly American, referred at length to the educational work which is being accomplished through the study of foreign languages by means

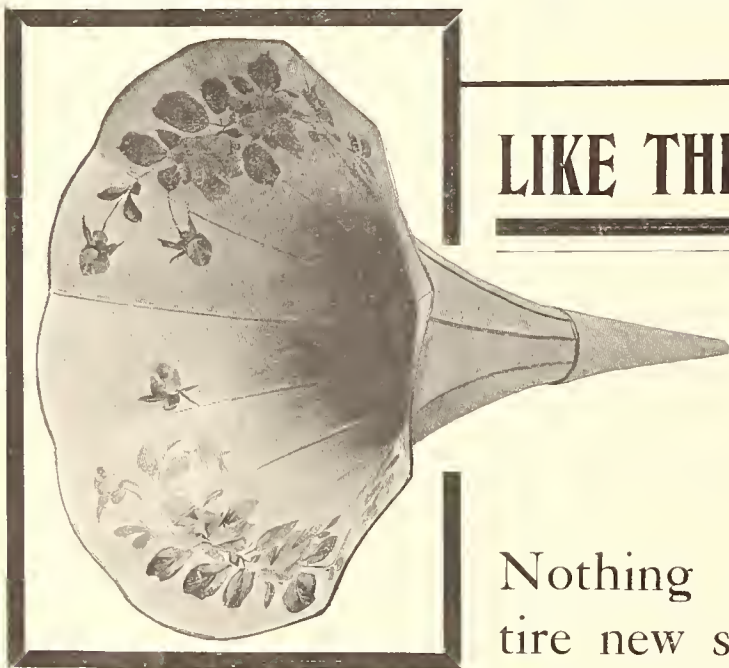
of the correspondence method. The amusement features of the machine were also referred to, and the vast amount of money paid vocalists and bands for making records. At the close the writer says:

"As originally conducted, the export trade in American talking machines was handled exclusively in the United States, and practically all of the export departments of the various leading manufacturers were located at New York City, chiefly in the downtown section. In recent years, however, it has been found necessary to establish large central headquarters abroad, and the principal manufacturers now have extensive offices at London or on the continent from which both machines and records are distributed promptly upon receipt of order.

"Large stocks are kept constantly on hand at these points, so that buyers can avoid the delay incident to sending their orders across the Atlantic and awaiting shipment from the other side. This is obviously a marked improvement, and has done much to greatly extend the trade in European countries. At these headquarters, moreover, it is now possible to manufacture records in the language of the various countries served so that for records designed principally for local use such branches carry practically all that are made and are able to manufacture new and up-to-date records as they are required.

"In Mexico and throughout Spanish America an enormous business is now done in records prepared expressly for those countries. The list of Mexican records available, for example, comprises hundreds of selections. Practically all of the leading manufacturers, however, are still on the lookout for wideawake and energetic local agents, and any reader of this paper who perceives the great money-making opportunities that exist in this line will do well to at once place himself in communication with one or more of the leading manufacturers."

Bell Bros. Piano Co., Lawrence, Kan., have added a talking machine department, putting in the Universal line, via Doc. O'Neill.



## LIKE THE PHENIX, ARISEN FROM OUR ASHES!

On the night of February 3, our ware-rooms were gutted by fire, smoke and water, completely destroying or rendering useless a stock of over 80,000 records.

Nothing daunted, however, an order for an entire new stock was immediately wired to the factory.

The insurance was then adjusted, and every record in the bins, whether or not touched by fire, was taken out and destroyed. With an entirely new stock, we are now prepared to fill all orders for talking machines, records and supplies.

Our Flower Horn proposition is interesting dealers all over the country. Why not you?

## BOSTON CYCLE & SUNDRY COMPANY

48 Hanover Street

J. M. LINSOTT, Manager

BOSTON, MASS.



## TIMELY TALKS ON TIMELY TOPICS.

When it comes to discussing current business manufacturers look worried and jobbers inclined to say things because they are unable to obtain all the goods they could easily swing and place to advantage. Manufacturers of machines, records, horns, cranes, cabinets and other essentials declare their plants are being run to capacity, and which, with the advancing price and scarcity of certain material, their business lot is not altogether a happy one. Advices from every section of the country are of the same tenor, jobbers taking on new lines and arranging their immediate trade on a basis which anticipates the largest spring buying by the dealer in the history of the business. From the action of a prominent manufacturer the wisecracks say a new product in the disc line, said to be superior, if not radically new, may be looked for later on, as preparations to that end are under way.

A special circular sent the music trade by the Victor Talking Machine Co., Camden, N. J., bearing date of February 12, says: "Wouldn't it be nice if your 'leader' in the piano line made styles that sold at \$100, \$200, \$300, \$400 and up to \$1,000—to suit any purse—all of one and the best quality, and prices were absolutely fixed by the maker all over the United States? You'd only need to carry one make and the millennium would have arrived in the piano trade.

"We have done and are doing these very things in the talking machine trade: (1) a comprehensive line of styles, (2) one quality throughout—'Victor quality,' (3) prices fixed—profits guaranteed, (4) percentage of profits more liberally arranged for dealers than those of any other line. Is it any wonder that so many piano houses have awakened to this unique situation, thrust upon them by what some of them considered an 'alien line,' and are now most enthusiastic exploiters of the 'Victor'?"

Manufacturers of the talking machines are elaborating their enterprises to an extent never dreamed of before. It will not be long before an entire opera cast will be heard on one of these machines. Formerly a tenor or a prima donna was enough. Now the costly artists from the opera house sing duets, trios and quartettes. The services of such performers are made possible, says our illuminating contemporary, *The Sun*, by the fact that all of these celebrities are now content to take a royalty on the sale of their songs rather than a fixed price. It was formerly customary to pay a certain sum, but the singers now clamor for a percentage, since there is such a great demand to hear them in this way.

A novel electrical instrument to transmit music and which is one of the two in existence in the world was exhibited recently at the semi-annual banquet of the Magnetic Club in Philadelphia. The transmitter, equipped with a three-volt dry battery, was placed in one part of the hotel,

while the enunciator was rigged up in the banquet room. A voice speaking into the transmitter, was heard in all parts of the banquet room, the enunciator, with a megaphone attachment, carrying the sound wave to all quarters. The instrument was also held near a piano, and the music was carried along the wire and enjoyed by the banqueters. Patents for the device are now pending, and until their issuance only two instruments have been made. One is in New York.

Mme. Yvette Guilbert, who is now delighting New Yorkers with her old chansons, collects talking machine records as a hobby. She has had Miss Ethel Barrymore make a record of her "locking up time" speech in "Alice Sit-by-the-Fire," and she will take back to Paris numerous other records of American players in their popular parts. This is very pleasant, no doubt, for Mme. Guilbert, but it would be more pleasant for us if she would leave behind records of her own wonderful enunciation for the admonishment, not only of our actors, but of most of our singers. Mme. Guilbert, wonderful in all branches of her art, is in nothing more remarkable than her power of distinct and lovely enunciation. Speaking or singing, not a syllable is lost, not a vowel misses its true value. For this alone she is a perpetual delight.

There are few phonograph stores in this city that can boast of the novel window displays constantly seen at the retail department of the Columbia Phonograph Co., at 872 Broadway, and to the manager of this store, Hayward Cleveland, belongs the credit of originating the many devices that constantly attract the passerby. His latest is a large picture of the Columbia factory at Bridgeport, Conn., which every evening is illuminated so as to present the appearance of the factory being lighted up, and even the passenger train and locomotive headlight glow in a most realistic manner. Mr. Cleveland is a great believer in artistic window displays and frequent changes. He also believes in having the public come in and inspect the stock, even if they have no idea of buying. A good salesman will soon put that idea into their heads, and then the rest is easy.

It is worth emphasizing that *The Talking Machine World* is the only publication devoting its space and efforts toward the advancement of the automatic business. This is done largely because of the close relationship that exists between talking machines and users of automatic contrivances which are so largely used nowadays in the arcades, some of them palatially equipped, which are to be found in every city throughout the country.

Many of the manufacturers of automatic contrivances have already recognized the advertising value of *The World*, and are represented in its columns, and we shall be glad to have more

fall in line. In the meantime from all interested in this department—which now may be termed an auxiliary of the talking machine industry—we invite co-operation. We will gladly open our columns to such communications as will be helpful to the interests of the automatic and specialty people as well as to the talking machine trade in general.

The Poulsen Telegraphone, which was illustrated and referred to at some length in *The Talking Machine World* some six months ago, is being displayed in the principal hotels throughout the country, and as a result the local papers where exhibited have devoted much space to it. The technical descriptions as well as the possibilities of the machine as recorded by the gentlemen of the local press contain such a number of inaccuracies as to easily lead the reader into wrong ideas of what it aims to accomplish. In this instance success can better be achieved in the laboratory than in the columns of the papers.

Epoch-making court decisions have been handed down since the previous issue of *The World*, all of which have been given the prominence elsewhere they deserve in the current number. A couple of the decrees are final, thus disposing of questions and matters affecting the trade. The most important in the latter category is that known as the Berliner patent No. 534,543, covering the free-moving stylus or recording point. The Jones process of disc record duplication is still to reach the United States Court of Appeals before the patent is adjudicated.

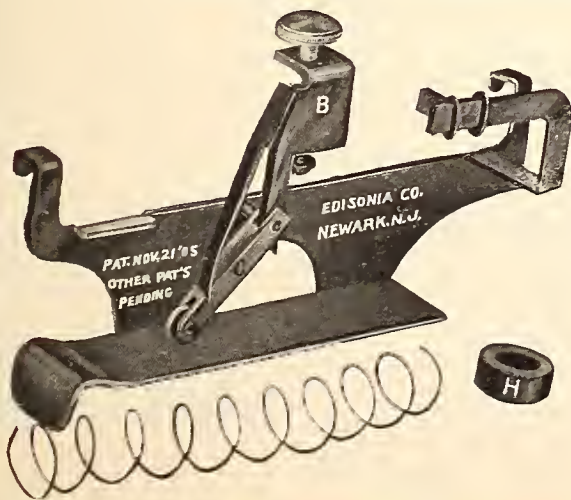
A traveling salesman known for his cleverness has a neat scheme of apparently running a needle over the face of records he is selling to demonstrate the hardness of the material. As a matter of fact, this feat is one of sleight of hand only, but it is effective in closing a deal.

George Maxwell, manager of Boosey & Co.'s American branch music publishing house, is a firm believer in the feasibility of publishers making their own records, and in this way control their copyrights absolutely. He has shown, as samples of what may be done in this line, a number of very fine duplex discs, including grand opera selections of famous singers made in Paris. The Kubelik violin solos are especially excellent, the tone effects being wonderfully preserved. The gentleman is an enthusiast on the subject, and unless something unforeseen should happen, as, for instance, those annoyances termed patent infringements, the American market may know more of these records.

Dealers, possibly thoughtlessly, get themselves in trouble with the manufacturers by trading in pianos, organs or other musical instruments for talking machines. This species of merchandizing is absolutely prohibited under the signed agreement, and when it is disregarded trouble will invariably ensue.

They were talking of the improvements in the trade when the chief of a prominent company's wholesale department remarked: "What would you think of a five-inch record with as much on

## A Perfect Repeating Attachment for Standard and Home Phonographs



AUTOMATIC

INSTANTANEOUS

This clever little device can be placed on the phonograph and adjusted with the fingers in a moment—without drilling holes or disfiguring the machine in any way.

The ingenious and simple yet absolutely perfect mechanism insures instantaneous action. It repeats automatically until the machine runs down or is stopped.

Sample, prepaid to dealers anywhere, \$1.50 (Standard or Home). Retail price, \$2.25. Usual discount to the trade. *Positively Guaranteed or Money Refunded.*

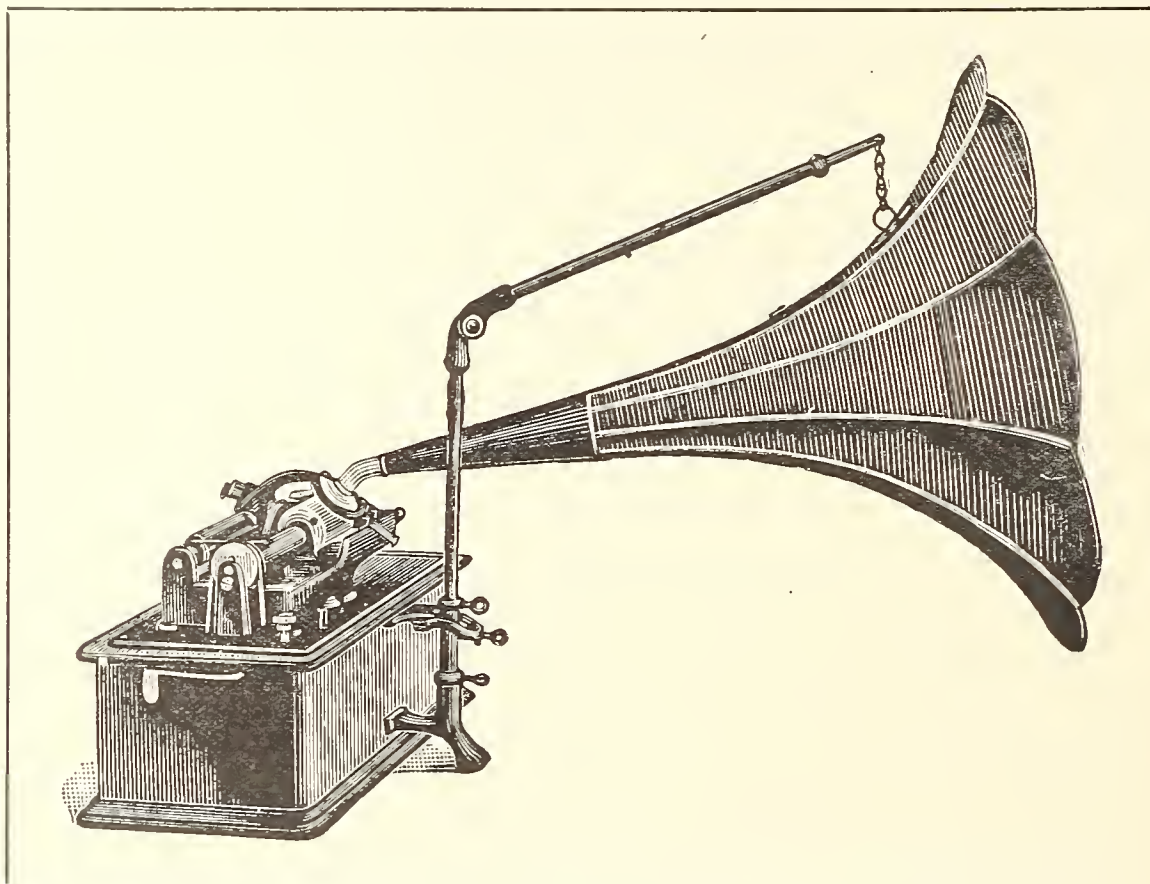
THE EDISONIA COMPANY

New and Halsey Sts.

NEWARK, N. J.



# H. & S. Horn Cranes



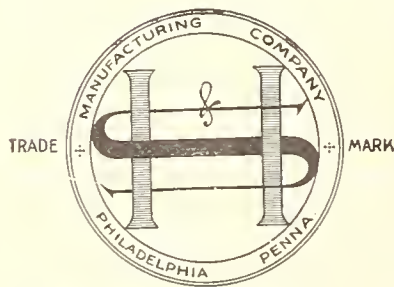
Can be used on any Standard, Home or Triumph Phonograph and will support any style horn from 24 inches to 36 inches in length.

- |        |   |                    |
|--------|---|--------------------|
| No. 5. | As illustrated above, can be instantly applied without injuring the Cabinet. Handsomely Nickel Plated and Polished. | Price . . . \$2.50 |
| No. 7. | As illustrated above, handsomely Copper Plated and Lacquered.   | Price . . . 3.00   |
| No. 6. | Similar to Nos. 5 and 7, base being made plainer and Japanned, top Nickel Plated and Polished.                      | Price . . . 1.50   |
| No. 4. | Same style top as illustrated above, base screws to back of Cabinet.  | Price . . . 1.25   |

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**FOR SALE BY ALL DEALERS AND JOBBERS IN PHONOGRAPHS**

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See that this trade mark is on the package, it is a guarantee of genuineness.

We manufacture Horns, Stands, Cranes, Record Cases, Machine Cases, Needles, Springs and all kinds of goods known as Talking Machine Supplies.

## Hawthorne & Sheble Mfg. Co.

Mascher and Oxford Streets,

Philadelphia, Pa.



as a seven-inch, and a seven-inch running as long as the present 14-inch record? Both are in hand, and we will show the trade a few new things before long that will make you all sit up and take notice."

Quality is the supreme attribute, after all, of talking machine goods. A gentleman who had been abroad for several years said this fact was becoming more emphatic every season. As an instance of this, he cited that the cheap German record had flooded entire Europe, and in consequence the public is demanding a better grade and are willing to pay a higher price. "And," continued the speaker, "the same is true here. For example, of conditions in Europe I might say that two years ago there were only three Edison dealers in the German empire. Now there are 5,000, all under signed agreement. The machines are imitated, of course, but they resemble the genuine goods in appearance only, for they do not 'test out.' Our German friends take everything but Edison's name."

Speaking of appropriating Mr. Edison's name, in South and Central American countries every talking machine store is designated "Edison" stores, whether or no. The National Phonograph Co. have discussed means for putting a stop to the misleading practice.

Talent is being tied up, not only here but in Europe. Those in a position to know, believe record making of the real kind will be restricted to comparatively a few firms, and they will command the best in singers, talkers and general entertainers.

One of the striking things in the charming reception room of Fritz Scheff, the comic opera prima donna, is a large-size disc talking machine, and when she was asked why is that, replied: "Oh, that is for me when I am lazy. Everyone gets lazy now and then, and I get there oftener. When I am too tired to do my real half hour's work at the piano I just turn the crank on that and let Caruso stir me up to the right pitch. And when I have gathered the enthusiasm of his voice I get to work myself and come back to duty."

While strolling down Broadway the other day The World came across two of the old-time talking machine men in the persons of L. Kaiser,

who is known to dealers not only in Greater New York, but throughout the country, and Mr. Lewis who holds forth for the Columbia. Evidently the talking machine business has the happy knack of making the talking machine men seem younger every time you meet them. They apparently take life easy, although there are no harder working men in any industry in this country.

"While our foreign trade is increasing amazingly it is evident that our methods of doing business could be improved greatly to our advantage," remarked the head of the export department. "In a way we make records which we believe should sell in the Latin-American countries, and have a list which is recorded on the spot, but much more could be done were we to take a leaf out of the book of our European compeers. They work the export trade for all it is worth in every way, shape and form. We Americans are prone to having things our own way—wait for people to come to us. This policy is all right in some instances, but not for talking machines, etc. Our prices are stiff, our selling terms far from conciliatory, and our eagerness to do business, excepting as suits us, only too apparent. Perhaps these tactics may be changed, but not so long as the domestic trade is in its present attractive condition."

Dealers who are reproducing the words of copyrighted songs should know they invite a lawsuit for infringement. The lyric is acquired by the publisher at the same time the melody is assigned, the two going together. Publishers whose rights are invaded by the thoughtless or poorly informed in the talking machine trade in this regard may commence proceedings against violators that may prove anything but comfortable. Record manufacturers have been urged to print the words of songs reproduced, but have peremptorily declined on the ground of possible legal complications. Therefore dealers would be wise to bear this in mind.

#### DEATH OF MRS. L. F. GEISSLER.

The Talking Machine World regrets to learn of the unexpected and sudden death on the 2d inst. of Mrs. L. F. Geissler, the beloved and estimable wife of L. F. Geissler, general sales manager of the Victor Talking Machine Co., Camden, N. J. Mr. Geissler was in New York City on special business when the sad event occurred, and was apprised of the fact by wire. Their son, Fred, manager of the Talking Machine Co., of Chicago, started East immediately to attend the funeral of his mother. The World extends its heartfelt sympathy to the Messrs. Geissler in this their hour of bereavement.

Additions to the factory facilities and record making department of the National Phonograph Co. at Orange, N. J., are now finished and being fitted up with the required machinery. The two buildings, one of which is three stories, 125 feet front, 350 feet long, and the other one story, covering about the same area, are of solid cement. When in full operation they will double the company's capacity.

March business has started off with a swing, and the Eclipse Phonograph Co., of Hoboken, N. J., are certainly making the most of this improved state of affairs. They are having an enormous demand for their new style Morning Glory horns, and aver that the new Edison Grand Opera records have boosted this end of the business wonderfully.

Leeds & Catlin Co. will put out about 200 titles in their first list of cylinder records which the company was expecting to have ready about March 1, the masters being completed some time since. The numbers will include popular selections, serious, classic and sacred music and "talkers."

The Magnum Novelty Co., horn manufacturers in a small way at 1848 Lexington avenue, New York, have closed out at that address.

#### VERIFYING CONSULAR INVOICES.

(Special to the Talking Machine World.)

Washington, D. C., March 10, 1906.

Importers of talking machines, specialties, supplies, etc., will be interested in the amendment of consular regulations promulgated by the Treasury Department under date of March 5, 1906, as follows:

"678. Purchased Goods, Where Certified.—Invoices of merchandise purchased for export to the United States must be produced for certification to the consul of the district at which the merchandise was purchased, or in the district in which it was manufactured, but as a rule consular officers shall not require the personal attendance at his office of the shipper, purchaser, manufacturer, owner, or his agent, for the purpose of making declarations to invoices, but he shall certify invoices sent to him through the mails or by messenger. To conform to the statute which requires that merchandise shall be invoiced at the market value or wholesale price of such merchandise as bought and sold in usual wholesale quantities at the time of exportation to the United States, in the principal markets of the country whence imported, consuls will certify to invoices, the additional cost of transportation from the place of manufacture to the place of shipment whenever the invoice is presented to be consulated in a country other than the one from which the merchandise is being directly exported to the United States.

"680. Invoice and Declaration to be Verified.—When the invoice and declaration are received by the consul, it is his duty to examine carefully each item and satisfy himself that it is true and correct. In aid of this examination it shall be the duty of such consular officer to confer with official chambers of commerce and other trade organizations in his district, and he shall report any and all written communications from such commercial bodies and trade organizations that may be submitted to him in writing, together with all schedules of prices furnished him officially for that purpose; and the consul is authorized, in his discretion, to call for the bills of sale of merchandise purchased for export to the United States; to inquire into the cost of production of merchandise not obtained by purchase; to demand samples; and, if the conditions require it, to examine the entire consignment. Whenever an invoice is offered for certification which covers consolidated shipments consisting of the productions of different manufacturers, the consul may demand the submission of the manufacturer's bills relating thereto. Even when the merchandise has been purchased for export and the invoice sets out truly the price paid, the consul should ascertain whether the price represents the market value of the goods."

# TEN

of our original trade bringing schemes for Talking Machine dealers,

## for One Dollar

If you don't like them send them back and we will return the dollar.

Or, in order to show you our confidence in our unparalleled business increasers, we will send you a sample scheme without charge.

Write to-day.

**O. W. Eckland & Co.,**  
128 Dearborn Street, Chicago, Ill.

#### FAIR WARNING

to the

**Talking Machine Trade**

**THE NEW**

## Rapke Disk Tray and Label System

**HAS JUST BEEN PERFECTED**

The greatest Space Saver ever conceived. Equal in every respect to my Edison System.

Circulars sent on application. Place your orders with your jobber.

**Victor H. Rapke**

1661 Second Ave.

New York

Read next month's Talking Machine World for full particulars.





# Hear Ye! Hear Ye! Hear Ye!

## JOBBERs, DEALERS, DEPARTMENT STORES, BARGAIN HOUSES.

Everybody interested in one of the choicest money makers of to-day, attend! Our

# International Ten Inch Records

will bring you more money in less time than any other business whatever. A trial will convince you.

It is a *Real Bonanza!* (This advertisement would not be needed if you knew all about us and were selling our *Records*. Your orders would be sufficient.)

Quality is the best and not to be compared with the "Cheap" records

that are so rapidly giving way to those at higher prices. ¶ *But* our prices are not

*High*, and if you will order to-day an assorted dozen or hundred, we feel confident you will take on a full line and push it.

Get the distributing rights for your state or city and then get rich. *We mean every word of this.*

*Write to-day.*



## Consider the Retail Price—40c—and then those Liberal Discounts!

Special labels furnished if desired where orders warrant.

A full assortment of International Records now in stock. Do not let this opportunity go unchallenged.

## INTERNATIONAL RECORD CO.

38 Washington St.

AUBURN, N. Y.



## TRADE NOTES FROM THE WEST.

**Healy Music Co. Expansion—Herriman With Columbia Co.—Cable Company to Handle Talking Machines—G. W. Nisbett Still Fighting for Lower Freight Rates.**

(Special to The Review.)

World Office, 195 Wabash avenue,  
Chicago, Ill., March 10, 1906.

The announcement that the Victor Talking Machine Co. had retired from the premium machine business is causing real rejoicing among many of the friends of the company and its product here, as they feel that it simply furnishes renewed evidence of the chronic high-gradism of the great corporation in every respect.

The Healy Music Co. have not only added a full line of American records but will also exploit the new Hawthorne-Sheble specialties as well.

One of the most perfect and delightful violin records on the market, according to one of our local dealers, is the Traumerei record of the American Record Co.

Hillman's department store will shortly have a greatly increased talking machine department, and moreover will go into the instalment plan of selling goods which they have not attempted before. Moreover they are going to handle the Columbia graphophones and records very extensively and will job them as well.

A. R. Tearney, the manager of the department, is an experienced, capable talking machine man, and people in the trade predict great things for Hillman's as soon as the larger plans are placed fully into effect.

A. D. Herriman, formerly with Siegel, Cooper & Co., and Rothschilds, is now in charge of the retail department at the Columbia main office here, which is a distinct step up for the handsome young talking machine man. O. J. Junge, whom Mr. Herriman succeeds, has returned to his old home, Omaha, to take charge of the business of his father, who is in ill health.

J. W. Bentley, a young man of wide business experience, is now assistant to O. W. Eckland, manager of the Columbia's Chicago instalment department.

G. S. Hobb, 11033 Michigan avenue, which is in Roseland, one of Chicago's southern suburbs, is doing a wonderfully successful talking machine business, handling all machines and constantly carrying a stock of 10,000 or 12,000 records.

John H. Dorian, assistant general manager of the Columbia Phonograph Co., and E. C. Plume, who manages their wholesale depart-

ment here in Chicago, are both Nobles of the Mystic Shrine and will join the pilgrimage of that organization to Los Angeles, Cal., in May. They will also take advantage of the opportunity to visit the company's Pacific Coast branches.

R. M. Townsend, manager of the order department of the Columbia's branch here, has returned from a visit to Texas, where he acted as best man at his brother's wedding.

W. W. Parsons is arranging for an especially fine display of Columbia Commercial dictation graphophones at the Office Appliance and Business System Show which opens at the Coliseum on March 17.

C. W. Noyes, secretary of the Hawthorne & Sheble Mfg. Co., and western representative of the American Record Co., has returned from a visit to the factories at Philadelphia and Springfield, and is again greeting his friends at his office and salesrooms at 205-207 American Express building, 185 Dearborn street.

By the way, the Hawthorne & Sheble Mfg. Co. have made arrangements for a factory within a block of the American Graphophone Co., at Bridgeport, Conn. In this factory they will make horns and accessories for the American Graphophone Co. only. It is a four-story building and equipped in a modern manner throughout.

The news of the month in talking machine circles is that the Cable Company have definitely decided to embark in the talking machine business. This is the most important step of this kind that has been announced for a long while, inasmuch as the prestige enjoyed in the music trade by the Cable Company, and their remarkably well organized distributive system, as well as their perfectly managed retail department, will serve to make them a power in the trade. It is a little early to talk about the lines to be handled, although it is believed that on his recent visit to the East, Retail Manager Joseph T. Leimert arranged for the Victor and Edison machines and records. The American records will also be handled.

The talking machine department will occupy handsomely fitted up quarters, with special record rooms, etc., on the third floor of the great Cable building at the southeast corner of Jackson boulevard and Wabash avenue, and will be in the immediate charge of J. W. Harrison, a well known and experienced talking machine man, formerly manager of the Columbia Phonograph Co.'s branch at Indianapolis, and for the past year in charge of the Cable Company's electric piano department. The new department will open in something like sixty days, and from the fact that Mr. Leimert is reported to have just placed or-

ders for a couple of commercial automobiles, which will not be of a character adapted to pianos, it may be predicted that a special delivery service which will be an eye-opener to the talking machine business will be inaugurated.

Arthur D. Geissler, manager of the Talking Machine Co., has been suddenly called to New York on account of the death of his mother, the wife of Louis F. Geissler, manager of the Victor Co.

G. W. Nisbett, manager of the National Phonograph Co., is now in St. Louis attending the meeting of one of the freight classifying committees arguing in the interests of reduced freight rates for the entire talking machine industry.

C. L. Hibbard, general superintendent of the commercial department of the Edison National Phonograph Co., in New York, has come to Chicago to exploit the Edison commercial dictation machine at this end.

This has been a wonderful year with the Edison machines, and the inventory just completed by the Chicago office of the National Phonograph Co. shows the biggest business in the history of the company.

Lyon & Healy are having a remarkable business in their talking machine department, and also on their now famous "Softertone" needles.

## JAMES F. COX'S INVENTION.

**A Talking Machine That Will Work in Unison With a Moving Picture Machine—His Description of the Device.**

James Fillimore Cox recently gave an exhibition at the Hotel Hudson, Nyack, N. Y., of a recent invention of his—a talking machine which is so arranged that it can work in unison with a moving picture machine and run without attention on the part of the operators. After producing a print on which was a plan of his machine in actual size, the inventor described it in a comprehensive manner. To his machine there is attached what Mr. Cox calls a repeater, so that one can hear the same selection played as often as the request is made to the operator, while trying to entertain a house party, only in this case there is no operator, as a baby may start it and the machine will continue to play and change the time and speed to suit the selection being played. This Mr. Cox accomplishes by means of a magazine on which a dozen standard records are placed. Any ordinary Columbia or Edison record will fit this machine, as it is made standard, and therefore avoiding any trouble whatever in securing new selections at any time and place.

The magazine is so arranged as to have only one record revolve at once, and immediately after this selection has been finished the machine can very easily make an electrical contact at this point and cause an instantaneous change of selection without the machine even stopping.

The question was put to Mr. Cox as to whether there was a similar machine on the market, to which he answered in the affirmative, but said that they have met with no success. The reason for this is that they possess such intricate parts and are so complicated that they have lacked in merit, and this has naturally brought the price very high.

"I would like to have it understood," said he, "that my machine is the result of a second attempt, as I first built what I term an automatic electric phonograph, which was also too complicated and too near like my predecessor's. I quickly convinced myself that I would have to advance on new and different lines of construction, which I immediately did."

In last month's issue of The World reference was made to the dismissal by Judge Platt of the suit of the National Phonograph Co. against the American Gramophone Co., in which it was stated that the costs of the suit were assessed on the defendant company. This is an error, for as a matter of fact the costs were taxed against and paid by the National Phonograph Co.

The Healy Music Co., Chicago, have put in a talking machine department. They are handling the Zon-o-phone.

## TALKING MACHINE DEALERS!

Do you want your stock to be attractive and keep that bright, clean appearance that pleases customers and

MAKES MONEY FOR YOU?

**"CLEAPOL"**

DOES THE TRICK.

Cleans and polishes all Metals, Glass, etc. Contains no acid or injurious ingredients. Does not scratch or damage in the least. Sold under positive guarantee. Send for sample and particulars.

**THE CLEAPOL COMPANY**

288 Springfield Ave.

NEWARK, N. J.



100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

**EDISON**PHONOGRAPHS  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES**Douglas Phonograph Company**

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

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New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

**VICTOR**TALKING MACHINES  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
DISC MACHINES

## STOCK - INCREASED - FACILITIES

The rapid growth of our business made these improvements absolutely necessary.

**Our Increased Facilities** permit the carrying of

### One-Quarter of a Million Edison Records alone,

as well as enabling us to carry a larger stock of Cabinets, Carrying Cases, Horns, Supplies and Accessories for the Phonograph.

**Our Increased Stock** will make it possible to fill orders completely and promptly, and overcoming the annoyance of short shipments due to the present shortage of stock, over which we have had no control.

Our absolute confidence in the future of the Talking Machine Business is demonstrated by these improvements and the additional capital investment necessary.

The present enormous demands upon the manufacturers for goods, and their inability to cope with the situation indicates that the business is on a permanent basis, and we predict it to be only in its infancy.

We urge dealers to follow our example—A larger stock means more sales.

The most comprehensive stock of Edison and Victor Machines and Records in the world.

Our display of Record Cabinets is absolutely unequalled—A visit to our salesroom will more than verify the above statements.

**N. B.—Douglas Scratchless Needles reduced to 5 cents each—50 cents per Dozen.**



**IMPORTANT DECISION HANDED DOWN.**

**United States Circuit Court of Appeals Hands Down Decision Restraining the National Phonograph Co. from Selling Instruments Within the State of New York.**

The United States Circuit Court of Appeals on Thursday last affirmed the decision of the United States Circuit Court granting to the New York Phonograph Co. an injunction restraining the National Phonograph Co. from selling phonographs and supplies within the State of New York. The decision, which is very brief, also calls for an accounting. The particulars of this litigation, which go back to 1901, appeared at the time of the suit in the lower courts, in *The World*, and is the common property of the trade. The decision follows:

"United States Circuit Court of Appeals for the Second Circuit, before Townsend and Coxe, Circuit Judges, and Holt, District Judge. Appeal from decree of the United States Circuit Court for the Southern District of New York granting an injunction and accounting.

"Per Curiam.—The court below, in its opinions, has clearly and exhaustively discussed all the questions which appear to be material to the disposition of this case. The arguments advanced on this appeal have received the consideration demanded by the importance of the case and the magnitude of the issues involved. We fail to find, however, any error in the reasoning or the conclusions on which the decree is founded, and we, therefore, deem it unnecessary to add anything to the opinion of the court below, in which we concur, and on which the decree should be affirmed with costs."

The business of the National Phonograph Co. will in no way be curtailed or interfered with by the above decision.

**THE O. K. HOUCK CO. CONCERT.**

**The Victor Appears as Soloist in Second Part of Programme With Great Success.**

At the first anniversary concert given by the O. K. Houck Piano Co., of Nashville, Tenn., at the Ryman Auditorium, that city, March 5, a number of notable artists appeared and interpreted a programme of rare interest. The second section of the well-arranged programme consisted of selections from leading vocal artists of the world, given on the Victor machine, which was controlled for the evening by David C. Erskine, who gave evidence of thorough acquaintance with the mechanism of the Victor. The records used

were clear and strong and the selections given were remarkably fine reproductions of the tones of the human voice, the numbers being clearly heard in all portions of the large auditorium. About 3,500 people were present at the concert, which was one of the social events of the season.

**TALKING MACHINE SUPERSEDES**

**Many Other Musical Instruments in the Affections of the People—Some Interesting Facts in This Connection from New Haven.**

Commenting upon the enormous increase in the talking machine business in New Haven, Conn., and vicinity, the Saturday Chronicle says: "The universal use of the phonograph has had a result that was foreseen by some people, and that is the abandonment of the smaller instruments of music to the professionals alone. There is a certain musically-inclined family in New Haven who used to, among themselves, play the violin, mandolin, piccolo and guitar, simply for their own amusement, and all furnished some excellent amusement. Now the instruments lie unheeded and untouched. One of the boys told me why. He played the banjo very well, and when a new piece of music came out he would get it and practice it until perfect. Now they have a phonograph, and when he wants music he purchases the record and enjoys it immediately, with all the rest of the family. It is due to the graphophone and kindred instruments that many private music teachers have seen their pupils disappear, who formerly made a very acceptable addition to their income. Down at the railroad building is a young clerk getting eight dollars a week, who has had as high as 35 pupils on stringed instruments, netting him a handsome income, evenings, who now doesn't have pupils enough to keep him in cigarettes."

**THE PHONOGRAPH AS COMPOSER.**

Many and varied are the uses to which the phonograph has been put. We read that a Mr. Howard, although a composer, is unable to read a note. So when he has an inspiration, musically, he gets out his phonograph, which he always carries in his trunk, and records the music from the piano. The cylinder is then given to a transcriber and the music written. He then has it played by a note reader, and any correction made if necessary. The music is then ready for the words. In this way Mr. Howard has given to the public "Hello, My Baby," "Good-bye, My Lady Love," and other songs which have struck the public's fancy with equal force. While on the

road this season Mr. Howard has found time to compose nineteen selections, including sixteen songs, with the aid of the phonograph.

**HEARING THE "TALKER" BY WIRE.**

**How Friends in Minnesota Entertained Each Other by a Long Distance Telephone.**

Wonderful things nowadays are so plentiful that they seem almost common. It is only when we stop to think and to make comparisons with the past that we realize in what a wizard age we live. The other evening one of our well-known citizens, who has, in common with many others, become a devotee of the perfected phonograph, and who has a very well selected collection of records, entertained some relatives in another town with phonograph selections, says the Red Wing (Minn.) Republican. The long distance telephone was called into service, and the sweet music was transmitted over the wire much to the delight of the distant listeners.

**PETITION DISMISSED.**

**Writ Denied in Case of Mrs. Lander vs. A. C. Stilphen, of Gardiner.**

(Special to The Talking Machine World.)  
Augusta, Me., March 10, 1906.

Justice A. M. Spear, of the Supreme Court, handed down a decision Friday in the case of Mrs. Edna Lander, of Gardiner, versus A. C. Stilphen, a Gardiner attorney, as clerk of the New England Phonograph Co., a Maine corporation.

The plaintiff, through her attorney, Hon. Geo. W. Heselton, of Gardiner, applied for a writ of mandamus to compel the clerk of the corporation to permit the plaintiff, a stockholder in the corporation, to examine the books and records of the corporation, for the purpose of learning the number of shares of stock held by various persons, and such other information regarding the operation of the company's business as she might see fit. A hearing was held before Judge Spear January 28 last, and at the conclusion of the testimony Mr. Stilphen filed a writ to dismiss the petition of the plaintiff.

**A VALUABLE ACQUISITION.**

The Columbia Phonograph Co. have secured a valuable acquisition to their list of singers in Miss Ruth Vincent, who is termed the leading star of English light opera. She made her debut in "The Yeomen of the Guard" in London, and afterward spent considerable time studying with Klein and Bouhy. She made her debut in New York in "The Medal and the Maid" in 1903, and returned to a greater triumph in "Veronique," in which she is now touring. Her voice is a pure soprano of great range and beautiful quality. Her method is notable for its ease, and her style for its refinement, brilliancy and charm. Her intonation is faultless, and she is in every respect an artist in the truest sense of the word. Her contract with the Columbia Co. is exclusive.

**ANNOUNCEMENT EXTRAORDINARY!**

I have secured the entire three-story building, located at 1622 First Avenue, near 84th Street, in order to accommodate my rapidly growing jobbing business. The entire building will be devoted to the Talking Machine industry. A Complete Stock will be carried of

**Edison Phonographs and Records  
Victor Machines and Records**

—MY SPECIALTIES—

**Horns, Horn Stands, Carrying Cases, Record and Disk Cabinets, Edison Genuine Repair Parts**

My excellent location gives me unusual advantages in making prompt deliveries. My large stock insures a service that proves, one that appeals to all. Particularly satisfied are those dealers who are patronizing me. Kindly give me a trial; in this and in no other way can I verify above statement.

**ALFRED WEISS**

OFFICE AND SALESROOM:

Telephone  
2211 79th

**1622 First Avenue**  
NEW YORK CITY

Branch:  
1525 First Avenue

**PRICE REDUCED****Burnt Leather  
POST CARDS**

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered the Talking Machine trade.  
TRIAL ORDER.—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for \$3.10 cash. Retail everywhere at 10c. You make a clean profit of \$6.90.

**Risley-Bird Mfg. Co.**

94 Fifth Avenue,  
New York.



## WRITES PHONOGRAPHICALLY.

The Latest Fad of Yvette Guilbert Is Destined to be Copied by the Leaders in the Musical and Dramatic Worlds.

Yvette Guilbert, she of the old-time naughty Boulevard chansons, who has recently returned to show New Yorkers that the chanson is not always naughty, hates pen and ink. Their use tires her and soils her pink fingers. She has disclosed her secret method of correspondence. The phonograph does it all. Every day she ships to her mother in Paris three records full of her day's observations. And similarly when the expressman comes with three records from her parent, she inserts them in her phonograph, sets it whirring, and sits by while she hears from that "dear old Paris." She has enlarged her plan to take in bright bits from the plays of her friends among the stage-folk. So now she can entertain a party with an afternoon of Barrymore, Leslie Carter, Dave Warfield and others, with tea and biscuits on the side.

## PHONOGRAPHS NOT TOYS.

A Recent Ruling by the Board of General Appraisers That Is of Interest.

(Special to the Talking Machine World.)  
Washington, D. C., March 10, 1906.

Marshall Field & Co. protested against the assessment of duty by the Chicago Collector of Customs, contending that certain phonographs were dutiable as toys under paragraph 418 of the tariff act. The Board of General Appraisers in a decision handed down Feb. 27, 1906, refused to allow the claim, by saying: "No evidence was offered by the importers. The sample forwarded by the collector, while of cheap construction, is apparently not a mere toy, and the records which are used in it are of the ordinary size and character. In the absence of any evidence showing that the articles are commer-

cially bought, sold and known as toys, we hold that the assessment of duty complained of was correct."

### RULING ON NEEDLES.

A protest by William Tonk & Bro. Co., Chicago, against an assessment on an importation of talking machine needles, was overruled by the Board of General Appraisers Feb. 27. In their decision, No. 6,215, the Board held that needles of the kind were dutiable at 40 per cent. ad valorem plus one quarter of a cent a pound, as manufactures of steel not specially provided for under paragraph 165.

## COPYRIGHT CONFERENCE THIS WEEK.

Nathan Burkan, attorney for the Special Committee of prominent New York publishers who attended the copyright conference in Washington, D. C., which opened in the Congressional Library Tuesday, the 14th, had prepared additional suggestions to be considered in connection with the protection of music, not only in sheet and book form, but also from a reproductive point of view. On the broad question of a new bill, the counsellor said: "Should this bill become a law, of which I have not the slightest doubt, the music publishing business will be in a better condition than ever before. This measure will be the means of running out the irresponsible concerns, and when it comes to negotiating with the manufacturers of perforated music rolls and talking machine records the composer of real merit and standing will find their position greatly improved. It is impossible to say whether Congress will reach the bill, should it be whipped into shape in time, which is also problematical. The conference in Washington this week has a lot of work before it. Should a proper revision of the present copyright statute be agreed upon it may be considered no small accomplishment, both from a legal as well as a lay standpoint." R. L. Thomae, with the Victor Talking Machine Co., was also present.

The title of the official bulletin (No. 10, "second print"), relating to the bill, is "Memorandum Draft of a Bill to Amend and Consolidate the Laws Respecting Copyright." It is dated March 2, and covers 48 printed pages, brief size.

Among those who will be heard by the House Committee on Patents will be Mark Twain. Chairman Carrier says no day has been fixed for his appearance, but he expects that it will be a gala occasion. Recently he appeared before a committee of the House of Commons on the same subject and proved so entertaining a witness that the committee kept him on the stand the entire day.

## DENHAM CO.'S BIG LINE.

The line of disc machines shown by the Edwin A. Denham Co., 31 Barclay street, New York, comprise about a hundred of all sizes, which they desire to close out at practically cost. The goods are of foreign manufacture and very attractive. The company claim they are in a position to import cylinder machines for the trade at a low price, and carry a heavy stock for quick shipment. They also have on hand a large quantity of pure aluminum horns, spun in one piece, that are especially adapted for low-price cylinder machines of any make. Another specialty is a cylinder phonograph with the tone arm. Something new and novel is a combination recording and reproducing machine, with cabinet and a pretty wooden base, the metal parts being substantially made and neatly nickel-plated.

J. Chas. Groshut, general manager of the company, returned recently from a very successful western trip, booking a number of big orders from the regular talking machine and music trades.

Herr Loewe, of the Bera Co., Berlin, Germany, who has been in this country for several months endeavoring to market the records of his concern and also a composition for making the same, sailed for Europe last week. His fondness for oysters occasioned no little fun for the trade when in New York.

# A MARCH TIP!

## DO YOU WANT TO MAKE MONEY?

Good, big money. The men who sent in an order for a sample line of our instruments were delighted with the results.

They found our instruments blended perfectly with the talking machine line, besides helping to make the store attractive. If you want to help out in the profits during the holiday season you can't go at it in a better way than with our specialties; your musical friends will come to you when they learn that you have the Durro violins, bows, strings, etc. They have a high standing.



We are judges of the excellence of all kinds of small goods, such as Accordeons, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lesser prices, but which are superior to any on the market at the same price.

It will pay you to order a sample line at once. You will then see how profitable it is to devote a portion of your store to the exhibition and sale of small goods. Write for catalogue.

Make good money for the new year. It is easy with our help. We can tell you how and go with the business tide when it serves.

# BUEGELEISEN & JACOBSON

113-115 University Place  
Corner 13th Street, NEW YORK

## The Phono Consonator

IMPROVES  
THE  
PHONOGRAPH  
50%

MAKES THE  
SOUND  
CLEAR AND  
DISTINCT

Price  
3.50

Price  
3.50

Sold by dealers  
everywhere

Send for Circular

MADE BY  
**LEWIS  
MFG. CO.**  
379 6th Ave.  
New York



## The House of York

Is not only noted for the  
manufacture of

The Best Band Instruments

on earth, but for the publica-  
tion of some of the

Best Band and Orchestra Music

in the market. The pieces named below are published for both Band and Orchestra; we shall be pleased to send you our complete catalogue, price-list and sample parts on request.

Remembrance March, Walter Lewis; Mazie Waltzes, Ellis Brooks; The Morton March, Ellis Brooks; The Minstrel King March, Jos. Norton; Little Nugget Overture, Geo. D. Barnard; The Emblem, Solo for Trombone, Baritone or Cornet, Ellis Brooks; Golden Leaf, Solo for Trombone, Baritone or Cornet, Geo. D. Barnard. And many others besides. Remember the address,

**J. W. YORK & SONS**  
GRAND RAPIDS, MICH.



**"Twentieth  
Century"**

**GRAPHOPHONE**



**No Talking Machine Like the  
"Twentieth Century"  
GRAPHOPHONE**

has ever been  
placed upon  
the market.

The way  
this new  
marvel sells  
Cylinder  
Records of  
any make will  
open your  
eyes.

**You Want to  
Sell  
Records—  
The  
"Twentieth  
Century"  
will sell them  
for you.**

**OUR GUARANTEE:**  
It Sings with all  
the volume of  
the Original

It uses the ordinary  
Cylinder Records  
—any make—in  
addition to the  
new Columbia  
"Twentieth Cen-  
tury" Cylinders  
(one-half foot  
long).

It retails for \$100.

## An Orchestra In Itself

Here's what LEW DOCKSTADER, the Famous Minstrel Man,  
has to say concerning it



Columbia Phonograph Co.,  
New York.

My Dear Sirs:-

I have used your "Twentieth Century" graphophone continuously since July 14 last and have found it to meet every requirement. In tone quality, volume and clearness it is not surpassed or even equalled by any machine I have ever seen.

Anyone who thinks your machine is not a marvel should come to see Dockstader's minstrels and the graphophone will speak for itself.

Very truly yours,

*Lew Dockstader*

DEALERS who command a trade with proprietors of dance halls and other places of public amusement are assured of an immediate demand for the machine. Dealers report that the Twentieth Century increases their cylinder record sales 50 to 75 per cent. There's no "ifs," "buts" or "ands" about it. It's an established fact. That coupon, mailed, will bring you complete information and the interesting discounts we are now offering the trade. It will pay you to send it now lest you forget and miss the greatest talking machine money-making opportunity yet offered to dealers.

**COLUMBIA PHONOGRAPH COMPANY, Gen'l**

**Creators of the Talking Machine Industry. Owners of the Fundamental Patents  
Largest Manufacturers in the World**

**Grand Prize, Paris, 1900. Double Grand Prize, St. Louis, 1904  
Highest Award, Portland, 1905**

**CUT OUT AND SEND THE ATTACHED COUPON TO-DAY**

**Tear off Here. Fill in and Mail To-Day to**  
**COLUMBIA PHONOGRAPH CO.,**  
**90-92 West Broadway,**  
**New York.**

Dear Sirs—I am interested in your new "Twentieth Century" Graphophone. Send me full details, prices, terms, etc., at once.  
Yours truly,  
Name .....  
Address .....  
T. M. W.



### DEVICE TO AUGMENT SOUND.

John Swem Inventor of Attachment for Which Remarkable Things Are Claimed in the Way of Sound as Applied to Talking Machines.

(Special to The Talking Machine World.)

Colorado City, Col., March 8, 1906.

John Swem, of this city, has perfected a device which increases the volume of sound of the ordinary record considerably more than double. "The volume of sound," said Mr. Swem, "can be increased so that the human voice can be heard more than a mile away. A record no larger than those in use on an Edison phonograph can be made to give forth every note of music played by a brass band as much louder than the band played the piece, as may be desired. A speaker's voice can be heard clearly and distinctly in the largest auditorium."

In support of his claims, Mr. Swem produced a record upon which he had been experimenting, and placed it in an Edison phonograph. When the machine was set in motion the words, "Modern inventions have revolutionized the world," came out clearly and distinctly in an ordinary tone, but when he applied his device to the instrument, the sound came forth as if uttered by a giant, so that in the small room it was almost deafening.

Mr. Swem will immediately apply for a patent, as he feels assured it will meet with a ready sale to the manufacturers of phonographs, as it will be in public demand.

### EDISON GRAND OPERA RECORDS.

The grand opera records issued by the National Phonograph Co. are in great demand, and reports from dealers everywhere state that they are an immense success. Dealers at first were a little careful in ordering, but the demand is now increased to such proportions that there is no question but a big business will be transacted with these latest products of the National Phonograph

Co. The second issue of the ten Edison grand opera records will be in April, and will be by the same artists as sang the first list. It has been decided not to issue these records more frequently than once every three months, the dates for 1906 being as follows: May 1, August 1 and November 1. Steps are now being taken toward having Edison grand opera records made by other noted singers.

### VICTOR CO. EXPLAIN DELAY

In Shipments of Records—Demand Exceeded the Most Sanguine Expectations—Working Day and Night—Erecting New Plant That Will Insure All Demands Being Met.

Leon F. Douglass, vice-president of the Victor Talking Machine Co., Camden, N. J., has just sent out the following communication to Victor dealers:

"We believe an explanation of our inability to supply the demand for records is due to our distributors and dealers. Before reducing the price on records, we took precautions to work up to a capacity double the demand for records. You will recall we estimated that the reduction would double the demand; instead of only doubling it, it has increased it four times. Notwithstanding we had double the capacity when we made the change, we had previously ordered—at an expense of \$100,000—sufficient machinery to enable us to turn out four times the quantity of records for which there was a demand last fall. This machinery has just commenced coming in, and in the near future, our capacity will be above the present demand.

"We just completed a power plant last fall which we thought would take care of our increase for the next two years. We have already been obliged to abandon this plant—which cost us \$50,000—tear down four buildings and have started up a new plant far beyond what we thought we would need in the next five years so that we can surely promise you full relief in

the near future. Temporarily, we are working night and day with our present plant, though under some difficulties, as a great many girls are employed in this work who object to going home late at night. To overcome this, we have been obliged to get carriages to take them home. I only speak of this small incident to show you that everything is being done that can possibly be done—regardless of expense—to take care of this enormous unlooked for increase, and we trust that distributors and dealers will be as patient as possible under the circumstances."

### PRICES REDUCED.

The reduction of prices on Leather Post Cards from \$3.70 to \$3.10 per hundred, announced by The Risley-Bird Mfg. Co., will enable dealers to make a profit of \$6.90 per hundred. On trial orders an assortment of 67 styles is sent with each hundred, and the name of the dealer's town stamped on each card without any extra charge. These leather cards are quick sellers and since sofa pillow covers made with them have become a fad they are moving much more rapidly.

Any further information will be sent on request by The Risley-Bird Mfg. Co., 94 Fifth avenue, New York.

### HAWTHORNE & SHEBLE VERY BUSY.

Hawthorne & Sheble Manufacturing Co. report the sales of their talking machine cranes as steadily increasing, and as the United States Patent Office have allowed them very broad claims for letters patent they are largely increasing their facilities to manufacture so as to be able to supply the growing market. These cranes are now on sale in every large city in the United States, as well as in foreign countries.

John Rose, who purchased the talking machine business of Harry Jackson at 219 Bowery, New York, with various branch stores, has removed the jobbing business to Astoria.

**D**EALERS are beginning to learn that it is to their advantage to purchase the best records, and because the record quality is being scanned more closely than ever before is one of the reasons why the demand for the **ZONOPHONE RECORDS** continues to increase so rapidly.

We invite the most critical examination of our product, because we are convinced the closer the dealer goes into the subject the more he will become captivated by the results obtained from the

# Zonophone Records

They sound different than other records, and they sound better. We might add that our list for April surpasses any previous list that we have put forth. There are included in it a larger number of vocal records than has appeared in some of our previous lists, and they are all good. They are bound to be big sellers, particularly when the Ten Inch Zonophone Records sell for **Fifty Cents**.

**The Universal Talking Machine Co.**  
28 WARREN STREET, NEW YORK



## TRADE NOTES FROM CINCINNATI.

An Interesting Chat With Rudolph Wurlitzer, Jr., Who Speaks of the Educational and Enjoyable Features of the Talking Machine—New Department at Wurlitzer's—The Value of Association.

(Special to The Talking Machine World.)

Cincinnati, O., March 10, 1906.

Rudolph Wurlitzer, Jr., of the firm of Rudolph Wurlitzer Co., agents for the Victor and Edison talking machines in Cincinnati and vicinity, spoke very interestingly on the general scope, usefulness and future of those instruments, when seen by the World representative the other day. From an educational standpoint the talking machine will, in the estimation of Mr. Wurlitzer, assume a distinct stand. It offers to persons who have neither means to attend concerts of good music, nor ability to play upon an instrument, the opportunity to become familiarized with high-class selections and the personal interpretations of the best instrumental and vocal artists. The advance of the Victor talking machine in the way of producing high-class records, Mr. Wurlitzer considered remarkable and praiseworthy. The Edison machines move along more utilitarian lines. Within the next few weeks the Wurlitzer Company will establish an exhibit of the Edison machines, giving language lessons on a graded scale. These machines have, as is well known, already been established at West Point and Annapolis.

The talking machine business is increasing at such a pace that the Wurlitzer firm will establish a new department entirely separating wholesale from retail. The third floor of the new store will be given over to the wholesale line of the talking machines under the direction of Mr. Dietrich, while Mr. Strief will attend to the retail in the basement of the store, which is fitted up with a series of sound proof booths. The purely commercial advantages of the phonographs and talking machines obtain but slow recognition in this vicinity.

Speaking of the advantages expected to accrue from the newly formed association of talking machine jobbers, Mr. Wurlitzer said in substance, that each member of the association was bonded in the sum of \$500 to maintain the agreements decided on. These mainly concern uniform rates to jobbers and dealers, matters concerning the delivery of records to the public on a certain specified day, irrespective of actual date of reception, and an effort to obtain the records at stated periods from the original companies, in such fashion that the express charges, which are enormous on records, would not absorb all the profits thereof. Mr. Wurlitzer did not detail the manner of this arrangement, but stated the amount of express charges paid monthly by his company in an effort to obtain records in time to offer to the public. The sum thus disbursed amounted to a handsome figure.

## PLATING DISC RECORDS.

Some Suggestions in This Connection from a Man Who Has Been Through the Mill.

The probable cause of metal disc records not being on the market is the great expense of material, according to an English talking machine man, who suggests that with little trouble it will be easy to copper-plate composition records, and so make them practically everlasting. It seems almost impossible to wear them out. The only drawback is the needle requires changing every time instead of every two or three times. "I suggest," he said, "a smooth 7-inch first, and choose a record with a deep wide cut. If instructions below are followed, any one can do them successfully, as I have done."

See that face of record is free from grease, sprinkle face with powdered plumbago, polish with a very soft camel's-hair brush till a bright polish is obtained all over face. Great care must be taken not to scratch record. Make a saturated solution of pure copper sulphate

(free from iron sulphate), add a little sulphuric acid, bring a length of wire from carbon of battery, join to a copper plate; suspend in sulphate solution; bring another wire from zinc of battery. Make a loop thus \_\_\_\_\_, join through center hole of record; bring wire out at back of record; suspend it in solution, facing copper plate, about two inches apart.

An electrical deposit of copper is thus obtained, which in no way interferes with reproducing qualities of record. If desired a deposit can be obtained all over by polishing all over with plumbago or block black-lead. In this case it is best to bring two wires from carbon of battery and suspend record between two copper plates. A bright deposit is thus obtained all over record, and deposit of copper is less likely to chip off, as copper is practically all one piece if done correctly. This method is similar to that by which the original matrices are made.

## CLUB SCHEME FOR SELLING

Seems to Have Had Its Origin in England—What J. F. Greenwood, of Manchester, Says in This Connection.

In a recent issue of The World reference was made to one of our subscribers, a dealer, having adopted a club scheme for selling talking machines. While the idea is not entirely universal in this country, it seems to have had its origin in England, for J. T. Greenwood, of Bacup, Manchester, writes: "I have had similar clubs in operation for nearly three years, and they have been a great success. I run them on the forty weeks' system. If a subscriber requires a £2 (\$10) machine he pays 1s. (25c.) per week; if he requires a £4 (\$20) machine, 2s. (50c.) per week; a £5 (\$25) machine, 2s. 6d. (72c.) per week, and so on, at the rate of 1s. (25c.) per week for every £2 (\$10). If there were twenty members in the club a draw would take place every two weeks, and the subscriber whose name was drawn would get his machine even if it were a £5 (\$25) one and he had only paid twice. So you see the English club goes one better than the American."

## TAKES PLACE OF "SUPERS."

Beerbohm Tree Gives "Richard III." With Disc Records of Armies in Fierce Fight.

A dispatch from London, England, says that the disc talking machine as a substitute for "supers" is the latest device which Beerbohm

Tree has introduced into his theater. By the use of the machine Mr. Tree now supplies his sound effects.

In "Richard III." he had his entire company rattle swords and chains before the instrument, and then used the discs in the theater. The advantage of this method is that he always gets precisely the same effect. The talking machine company grasping at once this new field for the use of their instruments have secured records of chimes, organs, pianos and violins to be used in theatrical productions.

The manufacturers have progressed so far that in case of labor troubles with stage hands they can supply a machine of immense size that will furnish a complete selection of the music of the Coldstream Guards Band almost as well as if the band itself were playing.

## SPEECH IN A PHONOGRAPH.

President Underwood Talks by Proxy at Erie Association Dinner.

The Erie Railroad Association had its eleventh annual family dinner at the Hotel Savoy recently, and 250 officers and men, ranging from vice-presidents to chief clerks, attended. They came from all over the United States to attend the dinner, some from San Francisco, some from Boston and others were represented from Portland, Me., and New Orleans. The representatives from New York filled the foreground.

F. D. Underwood, president of the road, was on his way to California, but that his voice might be heard he had a little speech carefully preserved in a phonographic record which was let loose at the right moment.

The programme for the entertainment was full of surprises. An orchestra, for once clad in modern clothes, rendered the Erie anthem to the tune of "John Brown's Body." It was full of local hits and was heartily applauded.

A moving picture machine added to the amusement. Pictures of the robbery of an express train were displayed. To those not initiated, the comments of the railroaders were not to be understood. But it was very realistic and impressed everybody. One old man was observed to reach for his revolver when the robbers boarded the car.

Langley & Winchell, one of Boston's big jobbers of talking machines, have opened an attractive establishment at 35-37 Aborn street, Providence, R. I., which is under the management of J. H. Magner.

# "MEGA" Flower Horns

## FOR CYLINDER OR VICTOR TAPER ARM MACHINES

*Most Attractive and Best Amplifying Horns*

**Junior Flower** For Cylinder Machines only

24 inches long, 16½ inch Bell

Made in Five Colors:

CRIMSON,  
BLUE,  
OLD ROSE,  
VIOLET,  
MAGENTA.

**Senior Flower** For Cylinder Machines

32 inches long, 23 inch Bell

Made in Five Colors.

**Victor Senior Flower** For Victor Taper Arm Machines

Colors same as Juniors and in addition Black with Gold Stripe.

**We are Exclusive Selling Agents in Mass., R. I., Conn., Me. and N. H.**

**ATTRACTIVE PRICES QUOTED TO DEALERS**

Send for Circulars, Color Sheets and Prices

**THE EASTERN TALKING MACHINE CO.**

**177 Tremont Street, Boston, Mass.**

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES  
Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS





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**IMPORTANT.**—Advertisements or changes should reach this office not later than the 9th of the month and where proofs are required, by the 7th. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, MARCH 15, 1906.

**D**EALERS and jobbers who are complaining about the inability of manufacturers to fill their orders more promptly should be fair in their criticism. In the first place this industry has shown a phenomenal increase. It has gone ahead at a pace never equaled or approached in any other trade, and when the manufacturers made what they supposed were ample preparations to take care of a reasonable amount of trade, by making substantial additions to their productive capacity they felt that they had gone far enough—at least as far as good judgment and conservatism should permit them to go. They did not dream of such a marvelous expansion, such an unceasing demand for products from all quarters of the globe in such an uninterrupted manner.

**T**HEREFORE, it could not be reasonably expected that they could meet all of the demands made upon them with just the same degree of promptitude which they would like. The dealers should understand that it is not the desire of manufacturers in the slightest to hold back orders. On the contrary they are working day and night to take care of their trade, and if they are compelled, as they are in some cases, to parcel out their product here and there by the partial filling of orders, they are doing the best they can under the circumstances. They are, however, making preparations for an augmentation of output, but it takes time to enlarge factory facilities. All of these projected moves may be made on paper in a very limited time, but to erect factory buildings and install therein special machinery requires something more than a few sketches from the architects, particularly in these days when we are confronted with labor problems in various forms. The question of supplies is not an easy one, and patience should be exercised by the dealers, some of whom have written us expressing bitter disappointment regarding the failure of manufacturers and jobbers to promptly fill their orders. They are utilizing all the means at their command to consistently take care of their trade.

**T**HERE are no more progressive or energetic men to be found in any industry than the one in which The World plays an important part, and our readers should rest assured that there is no time or energy lost by the manufacturers in trying to meet the situation squarely, but it is beyond the power of most of us to do just what we most desire at all times. There seems to be a steadily rising tide for talking machines and supplies from everywhere on earth, and in another year the makers will be better prepared to meet the growing demand, for growing it will be, for we belong to the optimistic class, who believe that the talking machine industry is only in the first stages of its development. The business will change. New features will be introduced, but it will not halt. It has far outgrown all predictions made for it years ago, and it has done even more. It has overcome public prejudices, and has now reached the dignity of an industry, and as will be shown by consulting our special reports, it is not only in America, but in all foreign countries that the talking machine exerts a powerful influence.

**T**RADE in all lines continues excellent, and the business man who does not show material advance this year with favorable conditions all around must at once figure that his policy is a wrong one, and he had better relegate it to the scrap heap of an unhappy past, and dig up some new theories as a substitute for the old. Business is good, and every dealer in this industry should score excellent results. We have noticed in our travels some attractive lines of advertising prepared by local talking machine dealers, and we would suggest that all of our readers forward to The World marked copies of their advertisements which appear from time to time, as it might prove an interesting feature to reproduce some of these with comments. Do not fail to send us marked papers containing your advertisement. We should like to know what all of the people in this line are doing to win their share of trade.

**T**HE window features should not be overlooked in the talking machine business and right here we wish to say that window space in many instances is not used to the best advantage. We have seen the windows of numbers of talking machine people filled with an unattractive assortment of machines poorly displayed, the whole scene presenting an uninviting appearance which naturally has the tendency to repel rather than to attract trade. What a refreshing contrast to step from such a store into one where every square foot of window space is used to the best possible advantage to attract trade. We have in mind, as such an illustration, one of the largest music trade houses in the West, whose display we recently inspected. Instead of their windows being filled with pianos, the proprietors had given the talking machines and accessories the premier position as nothing appeared in the window but talkers, horns and records. The whole window scheme was developed in an attractive manner, and thousands of people would stop to admire the show, and at the same time the impression was left upon their minds that talking machines have grown to be important factors in our modern life.

**W**E saw another window wherein was worked out a pretty home scene by having figures seated in a room wherein a huge

talking machine was doing the entertaining. This was one of the cleverest forms of advertising and it attracted a vast deal of attention. The proprietor informed us that he considered that his investment in window space was worth thousands of dollars to him. We mention these facts because it is constantly shown to us that all of the dealers do not appreciate fully the advantages which may accrue to them through excellent use of their window space.

**A**ND while upon the subject it might not be amiss to say a few words regarding the qualities of salesmanship. The business is so new that we have thus far developed a limited number only, of what we may term expert talking machine salesmen, and yet the trade affords great opportunities for bright, energetic young men who will make a study of the selling end of the business, and who will treat it as a profession. Superficiality never counts for long in any line. It might be expected by those uninformed that the talking machine would tell its own story, so it does, but the story should be supplemented and reinforced by good, clever, convincing work on the part of the salesman.

**T**HE salesman should learn something of the possibilities of the talking machine, and if he devotes his energies to the business in a conscientious manner, he will at once understand the necessity of acquiring a knowledge of the talking machine and its capabilities, for when we figure that to-day one hundred dollar outfits are frequently sold it must at once be seen that it requires a good salesman to impress upon customers the excellence of those goods. He can best handle the situation by thoroughly posting himself as to what the machines will do. Learn the business thoroughly and then success will be nearer, and most of us like to be as close to success as possible.

**T**HERE is no section of the civilized world that The Talking Machine World does not reach. The list of our foreign subscribers is steadily growing, particularly throughout South American countries, Australia, Africa, India, Great Britain, France, Germany—in fact wherever talking machines are sold. Our advertisers are constantly sending in such letters as the following, which we have just received from the Star Novelty Co., of Grand Rapids, Mich., in which they state: "Through our advertising in The Talking Machine World we have received orders from England and continental countries, one coming from Paree, Java, Dutch Indies."

**W**E cannot give the space to the reproduction of the many kind things said by advertisers and subscribers anent The World, but it is most gratifying to find that its army of readers is steadily increasing throughout the globe. The World has fairly demonstrated its ability to pose as a helpful adjunct to the industry, and we ask the co-operation of our readers to make it better and broader by sending to us at any time matters which they desire discussed in our columns. This publication is intended to be, in the truest sense, the forum of the talking machine industry, and there are no interests which should be neglected in the slightest, as a united industry means progress in every department. Let us all stand together for the best interests of the talking machine trade. It is worthy of splendid support on the part of those interested in its promotion.



## "TALKER" SUPPLANTING ORGAN

In the Homes of the People, Says J. H. Estey, of Organ and Piano Fame—Improvements in Machines and Discs Responsible.

The popularity of the talking machine in the United States is simply phenomenal, and business for the opening months of the present year affords further evidence that our dealers are waking up to the great trade which may be done in these goods when properly demonstrated and pushed. According to J. Harry Estey, head of the famous Estey Co., manufacturers of pianos and organs, the talking machine is seriously affecting the popularity of the reed organ. Talking on this subject some time ago he said: "You ask, what are some of the things that have lately hurt the trade in reed organs? Well, I think the talking machine is a large rival. I do not care to assume too positive a position on this point, but I believe my theory will prove correct. I have been doing considerable automobiling this summer through the open section of this part of the country, and my attention was attracted by the fact that in many instances the talking machine supplied the musical wants of the farmers' homes. Now, take into consideration the tremendous strides that are evident in the talking machine field, and you will see that this instrument is appealing to something more than the mere passing fancy of the people. The new disc records with their superior tonal accomplishments are responsible for this in the largest measure. Mind you, I by no means believe that the talking machine is going to make good for a great length of time as the supplier of family music, and yet I believe that it is doing so at present in a much larger degree than we imagine. How the organ dealer is allowing this machine to be substituted where he could make reed organ sales is a matter I believe for his serious consideration."

## HER VOICE SAVED FOR POSTERITY.

The voice of the dead was heard at the funeral of Miss Minnie Nelson, 1711 Kenmore avenue, says the Chicago American. Three weeks ago she sang "Nearer, My God, to Thee," into a phonograph, and every tone of her beautiful soprano voice was reproduced by the phonograph at her funeral, causing her friends to comment on the strange experience.

"Miss Nelson, who was a music teacher, was possessed of a voice of unusual range. At a party she was induced to sing into a phonograph—a song, a pathetic ballad and finally the famous

hymn. The three songs were reproduced at once, and all present were amazed at the fidelity of the reproduction of every tone in the singer's voice.

"She was taken ill, and expired suddenly, and her funeral services were held yesterday. After the funeral address, the phonograph softly reproduced the song the girl had sung before the shadow of death fell upon her. All present who knew of the circumstances were deeply affected."

## A CAL. STEWART STORY

Brought to Light by Howard Taylor, Middleton—A Pleasing Reminder of the Dean of Talking Machine Talent.

Howard Taylor Middleton, whose phonographic stories are well known to readers of The World, in a recent communication, writes:

"Searching among a pile of old letters the other day, I came across one from 'the grand old man' of the talking machine talent, Cal. Stewart, which I think will prove interesting to the readers of The World. There is probably no one man in the business to-day who has created more good wholesome laughs than this gentleman, and while his field at the present time is restricted to one company, his records are still greatly sought after. I was quite a youngster at the time this letter was received, and, boylike, developed the hobby of collecting autograph-photographs of my favorites among the talking machine stars. Mr. Stewart was one to whom I wrote in this regard, and his kind answer to my request follows. It contains a clever little story, which I believe was never published before:

"New York, Nov. 5, 189—

"Dear Sir—I am in receipt of your favor of the 2d, dated at Philadelphia, and I am very much pleased to know that my phonograph stories have pleased yourself and friends. Still, at the same time, I am not egotistical enough to think that I am such a famous personage that my autograph would be any great treasure. But as you have asked for it, you shall have it. I am also sending you by this mail my photo in character and out of it, which I hope will reach you in good condition and find you in the best of health and able to stand up to the rack and eat your fodder. And now I want to tell you something:

"When I came down here to New York City I allowed that while I was here I would get a tooth pulled that was growling around for a spell back, so I went in to one of them tooth destructin' parlors and told the feller in there that I had been waitin' a long time to get that old tooth

out, for there had been times when it was pretty hard to have that tooth and be a Christian.

"Well, he pried open my mouth and put a patent derrick into it, and then he done some drillin' that made me think he had worked in a stone quarry at some time in his life. Well, after he had prospected around for a while, he told me that it was a pretty bad tooth and would cause me considerable pain, and asked me if I would take gas. I told him that down in Punkin Centre where I lived we didn't know much about gas, and if it was all the same to him he could give me kerosene. I remain, sincerely yours,

"(Signed) CAL. STEWART."

## HELPED TO FORGE WILL.

Peculiar Use of the Talking Machine Comes to Light in Hungary.

The talking machine has certainly been used for many strange purposes, but some recent facts which came out in a will contest in Hungary afford further proof of its growing use in the courts of law. It seems that Alois Szabo, the son of a wealthy peasant of Szegedin, Hungary, who died recently, was arrested on the charge of forging a will by means of a talking machine. Shortly before the death of the father the servants were called into his room and heard a voice proceeding from the bed say: "I leave all my property to my eldest son, Alois, and my other children are to get nothing." As a verbal statement made by a testator, when on the point of death, in the presence of witnesses, constitutes a valid will in Hungary, this disposition of the peasant's property was upheld in the courts.

A few days ago, however, Alois' mistress, with whom he had quarreled, alleged in a talk with the police that the voice the servants heard was not that of his father, but that Alois had spoken the words into a phonograph. According to her he had placed the instrument under the father's bed, and when the old man had lost consciousness called the servants in and set it going.

## AN EXCHANGE FOR RECORDS

On the Tabard Inn Plan Opened by an Enterprising Talking Machine Man in New York.

An enterprising retailer of talking machines on the west side of this city has opened an exchange for records. Since the withdrawal of the exchange system by the leading companies he found that his sales were gradually falling off, due in a measure to the exchanging of records by his customers among themselves. He at once applied the Tabard Inn system to his business, securing a quantity of used records for a base of supplies. By the purchase of a new record at least once a week, his patrons upon the payment of five cents could secure the use of a used record for one week. He finds that his sales have increased, and that he has more than made himself good on the records that he had regarded as dead stock.

## MARIE HALL'S GOOD WORK.

The Great Artiste Says Many Things in Favor of the Talking Machine, of Which We Are Most Appreciative.

Marie Hall, the distinguished violiniste, who has just returned to Europe after a successful tour of the United States, is an ardent admirer of the talking machine, and had good words to say for it, no matter where she appeared throughout the country. As Marie Hall is an artist to her finger tips this commendation has helped in no small way to emphasize the artistic merits of the "talker." For instance, in several Western papers we notice that in the interviews she gave the reporters she made the point that she has a talking machine in her home in London which plays many American airs, and plays them well enough to please her. She has also paid tribute to the possibilities of the machine in most pleasing way, for all of which many thanks.

# The Russell Hunting Record Co., Limited

## MANUFACTURERS OF THE "STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS  
IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the "Michael Casey" Series  
WE GUARANTEE EVERY RECORD TO BE PERFECT.

"STERLING"  
GOLD MOULDED RECORDS 25 CENTS EACH.  
LIBERAL DISCOUNT FOR EXPORT.

Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

THE RUSSELL HUNTING RECORD CO., Limited  
81, City Road, London, E. C., England

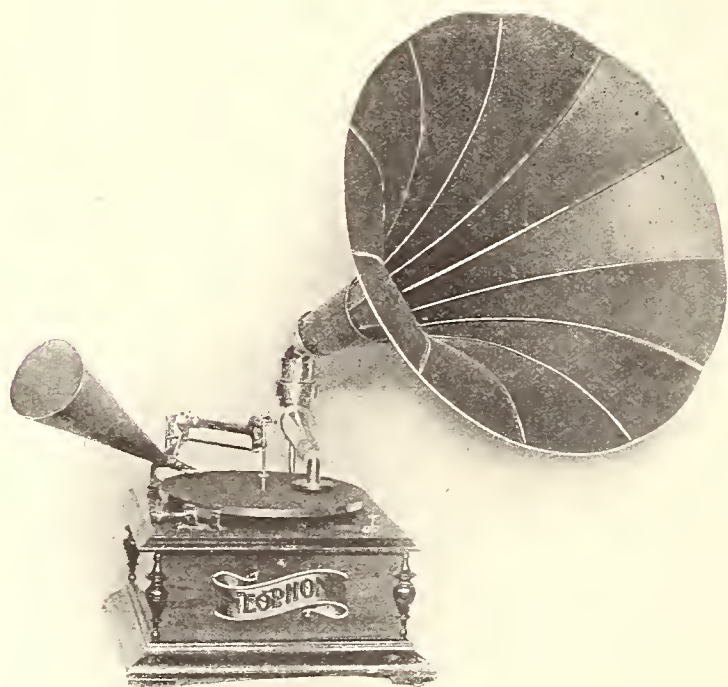


# THEY SELL THEMSELVES THE NEOPHONE

DISC-PHONOGRAPH (System Dr. Machaelis)

Patented in U. S. A., U. K., France, Germany, Austria, Russia, Italy, Canada, India, Australia, Etc.

POINTS ABOUT THE  
N-E-O-P-H-O-N-E  
NO NEEDLES TO CHANGE  
PERMANENT SAPPHIRE REPRODUCER  
PRACTICALLY INDESTRUCTIBLE DISCS  
GREAT VOLUME & PURITY OF TONE



NEOPHONE	B	B'S
	(BUSINESS)	(BRINGERS)
Discs, 9 inch, about, -	-	\$0.13 (6d)
" 12 " " -	-	.25 (1/)
" 20 " " -	-	2.50 (10/6d)
Machines, -	-	\$6.00 to 100.00 (30/ to £20)
Home Recorder, with 6 Disc blanks,	-	7.50 (30/)

THE NEOPHONE is a combination of *all* the best features of *all* types of talkers. It gives reproductions as sweet as the best gold moulded cylinders, yet of as great volume and brilliancy as the leading discs—and the prices are over 50% less. Neophone Disc Records are unbreakable, light and practically indestructible. They do not grow "grey with age" after being played a few times.

## NEOPHONE BUSINESS IS BIG BUSINESS

In consequence of their great value and general excellence, Neophones and Records are ready sellers at all seasons. Just think—Disc Records at about 13 cents (9" 6d) and 25 cents (12" 1/)! This announcement in your show window will attract crowds of customers. Don't you want your share of the business?

## Neophone Home Recorder

This device is the last step in making the Disc Machine the most popular type—with it records can be made at home on *any* disc machine—records of far greater volume and higher quality than is possible with cylinder machines. Price, complete with six blanks, \$7.50 (30/).

(See illustration of Home Recorder fitted to Machine.)

# NEOPHONE LIMITED,

LONDON, 1 Worship Street,  
Finsbury Square, E. C.  
ENGLAND

PARIS

BERLIN

MILAN



## PHILADELPHIA'S BUDGET OF NEWS.

Trade Conditions Favorable—Fascination of the "Talker"—Additions to Victor Plant—Johnson's Enterprise—Magnetic Club's Experiment—Lewis Talking Machine Co.—The Phonograph in Melodrama—Metropolitan Amusement Co. Organized—The News of the Month in Detail—Strawbridge & Clothiers' Clever Talking Point—It Sells Machines.

(Special to the Talking Machine World.)

Philadelphia, March 12, 1906.

Trade conditions are reported favorable by local dealers, there being no question that trade this spring is far better than a year ago; again there are more people in the business and more talking machines in use, thus stimulating the demand for records and other accessories.

The Musical Echo Co., with well furnished parlors at 1339 Chestnut street, are carrying a full stock of Victor machines and records. Manager Bentley and his assistants are successfully reaching out for high grade business.

"I think much of the success attending the talking machine business can be attributed to the fascination it exerts over almost everyone having to do with the business," said a Chestnut street jobber, to The World's representative. "Music we know is pleasing to all and downright fascinating to many; and, outside of its musical feature the talking machine is interesting and instructive as well as useful and valuable, because of the many uses to which it can be put. As an invention it seems to me that it is entirely in its infancy, wonderful as it is how far it has already advanced as a scientific, commercial and mere toy instrument, and what the future of it will be time alone can tell. As a jobber I have the greatest faith in the machine as a commercial commodity. The business of selling them is a clean, pleasant one—quite in a class by itself so far as respectability and agreeableness is concerned and it does not surprise me to see so many going into it and meeting with excellent success."

Leon T. Carpenter, R. B. M. McIntyre and Geo. W. Booth, Philadelphians, together with Wm. L. Casselman, Jr., of Camden, N. J., have organized the Metropolitan Amusement Co., and secured incorporation papers the past month. The main object of the company is to open amuse-

ment parlors, where phonograph, moving picture, etc., machines will be the attraction. It is said the company will ultimately invest \$20,000 in the business. Its office is at 111 Market street, Camden.

John A. Smith, one of Camden, N. J.'s, leading phonograph and musical instrument dealers, journeyed to Albany the past month, where, as a Hearst lieutenant he looked after several political matters. Incidentally he looked over the talking machine field in New York and laid in a number of up-to-date purchases. Mr. Smith is enjoying a very good run of trade, and reports large Victor sales.

The "always busy factory" would be a descriptive title for the large plant of the Victor Talking Machine Co., of Camden, N. J. In all departments work is being vigorously pushed and efforts to "catch up" with orders are being made. Construction work on the large new addition to the Victor plant is being prosecuted. The addition to be erected will form a portion of a future six-story building extending eastward on Cooper street—and will harmonize with the present handsome main structure. The addition will be 40 by 89 feet, one story in height and absolutely fireproof. As soon as completed there will be installed in the new addition a 300 h. p. Corliss engine, of most approved type; one 150 and one 100 k. w. generator, directly connected to engine; a large air compressor, pump and minor equipment—all of which machinery has been ordered. It is stated that when completed this power plant will be one of the most efficient of its kind in the State.

Eldridge R. Johnson, of the Victor Co., is among the organizers of the new West Jersey Trust Co., of Camden, which will have a capital stock of \$100,000 and do a general trust and banking business—probably at Third and Market streets. Under General Manager L. F. Geis-

ser's care business at the Victor works is running smoothly and well, while George Ornstein, manager of the salesmen's department, has the happy faculty of inducing the "travelers" to send in large orders right along.

The Magnetic Club, of Philadelphia, a semi-social scientific organization, at its recent banquet, placed an instrument called a telegraphone in operation between the banquet room and another part of the hotel. The instrument, with megaphone attachment, transmitted speeches made to the distant part of the hotel and did a number of interesting things. A talking machine dealer here said of the telegraphone: "It is an instrument which phonograph dealers could handle to advantage, it seems to me. For instance, a No. 1 phonograph when playing could, via the new instrument, send its sound waves all over a house, or, say in the country, to many farmhouses when not a few but really hundreds of people could enjoy the latest songs, music, speeches, etc."

C. J. Heppe & Son, who operate three large music, etc., stores in advantageous sections of the city, have for some time been selling talking machines on the weekly instalment plan and find that it is highly successful.

The Lewis Talking Machine Co., whose headquarters are at 15 South Ninth street, this city, may be counted among the progressive concerns in the talking machine business. Mr. Lewis is an enthusiastic worker and has built up a fine jobbing trade. He carries at all times a large stock of the Columbia disc and cylinder graphophones, which are growing in popularity in this section. The 20th Century is certainly a wonder.

"Our machines are adjusted by experts" is a telling point Strawbridge & Clothier make in asking buyers to look into the merits of Edison and Victor talking machines. Notwithstanding the fact that talking machines have been on the market a comparatively long time, there are many, many people, especially those from small towns and villages, who know absolutely nothing of the mechanism, etc., of talking machines, and Strawbridge & Clothier's policy of "educating" them is a wise one as increased sales prove. The firm's talking machine department on the third floor is in charge of expert managers, and a stock of everything "phony" is carried.

"The phonograph will yet play a most important part in a melodrama," commented a South Eighth street dealer. "You remember in the play of 'The Octoroon' that just as the heavy villain, Simon Scudder, gives sweet little Paul his death blow with the Indian's club, a camera snapshots the villain's act and finally the Indian, from the photo tracks down and makes mince meat of the villain. Note the connection between camera and phonograph. In the coming phonograph-drama an instrument, set for recording, overhears two villains plotting the death of Reginald Goodheart, affianced husband of beautiful heroine. Ere the weighty scoundrels can accomplish their wicked design records are put on another machine—owned by the heroine, of course—and burr—buzz—great heavens! she hears the machine tell of the plot between the villains to kill Reginald. She flies to him! Warns him! The villains skedaddle and all ends happily. Innocent phonograph is put in glass case and is chief ornament of happy married couple's home. Oh! I tell you, the phonograph has hardly been heard from."

The Santa Fe Watch Co., Topeka, Kan., are building up quite a business in talking machines in their territory. An attractive feature of their publicity was the public concerts which they have been giving, in which the Twentieth Century graphophone has proven a great feature of attraction.

The Columbia Phonograph Co.'s new store at 636 Penn avenue, Pittsburg, Pa., was formally opened to the public on Feb. 24. In this connection some very excellent advertisements were carried in the local papers in which a number of attractive efforts were made that must have interested the thousands of visitors.



## "THE WHITE BLACKMAN"

WILL GIVE YOU THE GOODS

AN  
**Edison**  
Jobber

Give me a chance to show you the prompt and careful attention I give EDISON and VICTOR orders. You lose the PROFIT and perhaps the CUSTOMER if you can't get goods quickly. I keep getting NEW CUSTOMERS and HOLD the OLD CUSTOMERS. You will know the reason if you send a few trial orders.

"IF BLACKMAN GETS THE ORDER, YOU GET THE GOODS."

A  
**Victor**  
Distributor

Write for prices on the Improved  
BLACKMAN FLOWER HORNS  
and note the Points of Strength.

We can now deliver the New Style Place  
Automatic Record Brushes for New Style  
Edison Machines.



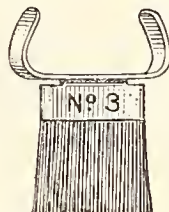
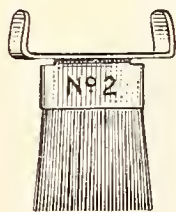
Made in Six Styles.

Our new Pointed Bell Flower Horns combine Beauty and Strength and our Prices are Low. Send for Circular and Dealers' Prices.

- No. 10 Black and Gold stripe.
- No. 20 Maroon and Gold stripe.
- No. 30 Blue and Gold stripe.
- No. 40 Black Morning Glory.
- No. 50 Maroon Morning Glory.
- No. 60 Blue Morning Glory.

### New Style Place Record Brushes.

NOW READY.



PATENT ALLOWED.

No. 2 fits Standard or Home.  
No. 3 fits Gem or Triumph,  
on Old or New Style Models.

LIST PRICE, 15c. EACH.

We give DEALERS and JOBBERS a GOOD PROFIT. WRITE for DISCOUNTS and Samples.

The Place Brush clamps under the speaker arm and AUTOMATICALLY removes all dirt or dust from the RECORD, so the sapphire runs in a CLEAN TRACK and insures a GOOD REPRODUCTION.

WE OWN THIS INVENTION and WILL PROSECUTE INFRINGERS.

**Get One of Our New Dealers' Price Lists.** We are quoting very low prices and every dealer in the U. S. can save money on Supplies by buying from our Price List. Retail. Wholesale and Special Quantity Prices are quoted. Write now.

**Blackman Talking Machine Co.,**

GET THE BLACKMAN HABIT AND  
YOU WILL KEEP IT

J. NEWCOMB BLACKMAN, Prop.  
"The White Blackman."

97 Chambers St., New York





(Special to The Talking Machine World.)

London, Eng., March 5, 1906.

The readers of The Talking Machine World in the Colonies, as well as in South America, will be much interested in the complete list of Sterling records recently issued by the Russell Hunting Co. They are among the most comprehensive in their line, and include all the latest successes in both instrumental and vocal fields. The success of this house has simply been phenomenal, and it is due unquestionably to the production of a value which at once appeals to both dealer and purchaser.

\* \* \* \*

The Gramophone Co., in reply to requests, have made up the following phonetic spelling of some foreign names for one of our most energetic provincial dealers, who complained that his assistants, while anxious to do a Red Label business, were often nonplussed in the matter of pronunciation. We venture to reproduce his efforts herewith. Singers: Tamagno (Tamarino), Caruso (Caruzo), Plancon (Plonson), Michallowa (Mick-i-low-ver). Composers: Tchaikowsky (Chicoughs-kie), Tannhäuser (Tan-hoy-ser), Waldteufel (Val-toy-fell), Wagner (Vargner), Gounod (Goo-no). Titles of operas: Pagliacci (Pal-e-archie).

\* \* \* \*

The expansion of the talking machine business on this side of the water is well illustrated in the growth of the Neophone, Ltd., whose new headquarters are now located at No. 1 Worship street. The building is an imposing one, admirably fitted up in every respect for their growing business. The ground floor is devoted to the

show room, assistant manager's offices, book-keeping and correspondence departments, in which latter more than a dozen typists are employed. The assistant managers, E. J. Sabine and H. Hinks Martin, are possessed of unbounded enthusiasm and untiring energy. The show room is one of the finest in the trade, and among the models displayed is the Neophone Grand, which retails at \$100, being especially built for playing 20-inch discs. These records, which play for about 10 minutes, will certainly be in great demand, as they are a distinct novelty. Their great advantage is that long selections can be reproduced without omissions, and the volume, tone and quality are excellent. But it is the unbreakable disc records, at 12c. and 25c., which are making the Neophone so widely popular. On the lower ground floor are the printing presses, which are capable of turning out 10,000 discs per day. The Phono Trader reports that just now they are working night and day to keep pace with the demand. The shipping department is also situated on this floor. The board room, secretary's office and experimenting department are all on the first floor; stock room and mechanics' department on the second floor, and on the top floor are the recording and testing rooms.

\* \* \* \*

The employees of the Columbia Co.'s branch in Glasgow held their second annual reunion recently when about fifty sat down to tea at their large premises on Union street. There was music, singing and dancing. Mr. Shearer, the local manager, presided over the festivities. A very interesting and welcome feature of the program was a speech delivered by Frank Dorian, the company's European general manager, which was spoken in London and reproduced on the graphophone. His message included an appreciation of the work accomplished by the staff and included a message of encouragement and good wishes for the future.

\* \* \* \*

The local papers continue to devote considerable space to the use of the talking machine by

candidates in the recent general election. One of the leading papers in Glasgow utilized one of the Columbia's sound magnifying graphophones on election night, and during the time the returns were being received the machine played and sang, and in the chorus of popular songs the immense crowd joined in with hearty good will. In one of the cities in the north of Ireland the Edison phonograph and gramophone were also employed to entertain the crowds. It kept them in splendid good humor, and instead of the usual acrimony and bitter feeling which prevails around election time the talking machines kept the crowd in best of spirits. There is no mistaking the fact that the talking machine has played quite a part during the election, and it has been impartial, too, featuring neither the liberal, conservative, nor labor parties.

\* \* \* \*

An important suit has been up before Justice Farwell in the Chancery Division, the plaintiffs being the Gramophone and Typewriter, Limited, and Ch. and H. Ullmann, defendants. The charge was an alleged infringement of patents controlled by the plaintiffs on the tapered arm, especially that granted July 1, 1903, and which is described as "a curved, tapered, amplifying horn, with joints such that the larger portion thereof may be adjustable on a fixed support, while the small end thereof, or that on which the sound-box is mounted is pivoted so as to swing, horizontally, and also has a secondary joint, which allows the soundbox to move vertically to follow the irregularities of the record, and also of the needles being inserted or removed." A number of witnesses, including patent experts, were heard for the plaintiffs and the defendants in their pleadings claimed that the patent was anticipated by Jensen and Grivolos. The plaintiffs, however, in rebuttal, denied that these inventors covered the patent at issue on which the suit was instituted. Judgment was not rendered at time of writing.

\* \* \* \*

James S. Bradt, who has been appointed manager of the Columbia Phonograph Co.'s local in-

# "IT BEATS THE BAND"

(Registered Trade Mark)

## The Best Phonograph on the Market for Anything Like the Price

No Restrictions.

No Price  
Maintenance

Large Stock  
on Hand.

Superior to All  
Others As a  
Newspaper Scheme  
Phonograph.



"IT BEATS THE BAND"

We sell  
**ALUMINUM  
HORNS**

separately also.

They can be furnished to fit all machines. Spun in one piece—no seams or joints. Light weight combined with strength. Will never tarnish. Inexpensive.

Write for particulars.

THE DENHAM MERMAID 1906 MODEL.

## THE EDWIN A. DENHAM COMPANY, Inc.

31 Barclay Street, NEW YORK, U. S. A.

LONDON

BERLIN

WASHINGTON



terests, has, previous to his present appointment, been making his headquarters at Berlin, attending to the company's business in Germany, Austria, Hungary and Russia from that point. He has had a world-wide experience, having been, during his American experience, in charge of the Columbia Company's business in Pennsylvania, and a number of southern States. He reports the talking machine business in Germany as unusually good, but feels that there is a tendency to overproduction in the disc field. In other words there are too many of them in the business. Mr. Bradt feels delighted at his appointment to London and he can feel assured that he is heartily welcomed.

\* \* \* \*

J. A. Sabine has joined the forces of the Neophone, Ltd., taking over the duties of his brother, E. J. Sabine, who will have charge of the French branch of the Neophone Co., with headquarters in Paris. J. A. Sabine, previous to his present appointment, was with the Columbia Co.'s branch in Berlin.

\* \* \* \*

The Russell Hunting Record Co. have inaugurated an exchange plan whereby they will accept broken or unsalable records of their own make only, in exchange for new ones on conditions that an order be given for at least twice the quantity returned; that no worn-out records be sent as they will not be accepted; that returns be made to the factories and that the carriage on returns be prepaid. April 30th next is the last day in which records will be accepted. Records must be returned in the original boxes. This company have just placed a new horn on the market which, it is claimed, gives a wonderfully fine tone reproduction.

\* \* \* \*

Barnett, Samuel & Sons, Ltd., of this city are among the biggest jobbers in the trade, and apart from the sale of machines have an immense demand for Columbia, Edison, Sterling, Pathe and other specialties which they handle.

\* \* \* \*

Miss Morreson, secretary of the Manx Language Society, has been using the talking machine with great success for the purpose of making records of the fast-disappearing Manx tongue. She recently related the following amusing experience: "On our travels we found the old man on the top of a barn mending the roof. After a little persuasion he was induced to come down into the barn and to sing two old songs

into the talking machine. His amazement was extreme when he heard the songs repeated. His face was a study of critical enjoyment. 'Well,' he said with a sigh of content, 'I thought I was about the bes' that's going at the Manx, but that fella' bates me clane altogether.' In the middle of the song he had broken off to ask for a rest, and when he heard this request also repeated he was a little annoyed. 'I'll give in: he is better at the Manx till me,' he said, 'but he needn't mock me for all; he might have lef' that out.'

\* \* \* \*

A rather odd happening in which the talking machine played an important part occurred recently in Paris at a soiree held in honor of his friends by a man named Partant living in the Rue Juliet Lambert, among the guests being a certain M. Paul Carmin.

Mme. Partant, who has a magnificent voice, sang for the guests, and her husband then brought out a box of talking machine cylinders. He took one labeled "Comic Song," and started the instrument, but instead of a comic song the machine began to grind out the famous duet from "Romeo and Juliet," sung by Mme. Partant and M. Paul Carmin. The duet was interlarded by such remarks as: "Oh, you little darling!" "Yes, dear!" "Yes, Paul, my precious!" And the voice of Paul was heard replying "Dearest Amelie"—the wife's name—"you are a love-bird!"

A painful scene ensued, and, as the guests left hurriedly, M. Partant sent for the police, and went with his wife, Carmin, and the talking machine to the office of the nearest magistrate, where he registered a prosecution against the "singers," and left the machine as proof.

It is said that Mme. Partant and M. Paul Carmin had been in the habit of singing duets and of taking records on phonograph cylinders, which Carmin took away with him. He had left one by mistake, and the husband used it by accident.

\* \* \* \*

A Hamburg manufacturer is distributing some very interesting circulars among the British ship masters at Hamburg. They are printed in both German and English, and are particularly felicitous in the English version. The writer says: "Hereby I respectfully beg to call the attention of captains, officers and sailors to the old-established and well-recommended musical manufactory of ———. I can recommend my music warehouse for goods of the best and most excellent qualities. Respectable captains and officers also receive cheaper prices, in order that a greater and more durable business may be done.

"Prized medals 1889-91. The greatest, Columbia graphophone, and cheapest gramophone, phonographe house of Hamburg, gramophone, modernist, disk works, phonographe, do. disks, veritable Edison. Gramophone talking machines, do. disks and records and first quality. I recommend you also my youngest and newest talking machine 'Gloriosa.' The 'Gloriosa' is for his strong and fine execution, his beauty and resistance, his beautiful music the best most interesting and wonder cheapest family and other people speech work. Therefore not tarry, but convict yourselves. The Beca-Disks are not alone the prettiest and sonourest but the cheapest to, while the rates are still been diminished. American accord-harmonium can play everybody."

\* \* \* \*

The Columbia Co. report an unusually good business for the opening months of the new year which affords satisfaction in view of their December sales, which were the greatest in their history by over seventy thousand dollars.

#### WHOLESALE QUARTERS IN SHARON.

W. C. De Forest & Son have just completed moving their wholesale talking machine business to Sharon, Pa., where they have five times the room formerly occupied. They have an unusually complete stock consisting of Edison, Victor, Columbia (disc and cylinder) talkophones, American records in fact as well as supplies of all kinds. This department is under the management of G. L. Bassett, who is a gentleman of decided ability.

## Take care of your customers

You not only want to do everything you can for them, but you want to see that your dealer does his part by you.

If he doesn't send goods to you promptly and makes you keep your customers waiting, he is working against you, and all your efforts to please your customers and build up a larger and more profitable business will count for nothing.

You want your customers to depend on you to have what they want or to get it for them quickly. You ought to have the same kind of a jobber that you can depend on. If he values your trade, he will show it by taking care of you.

Nothing slow about us in filling orders. We have Victor machines, records and accessories, trumpet horns, English needles, fibre cases and other specialties right in stock, and as fast as the orders come in the goods are packed and shipped.

We help you best by helping you to please your customers. We know that means more money and increased trade for you—and we'll get our share of the business from you.

Good idea to give us a trial order for the things you generally have the most trouble to get. That will be a pretty good test of what you can expect from us.

Write to-day for a copy of our latest catalogue.

### The Victor Distributing and Export Company

77 Chambers Street New York

## CRESCENT TONE Regulator



FOR

### TAPER ARM TALKING MACHINES

This is the Tone Regulator that has been such a wonderful success from the very start. Live dealers are selling it everywhere because

**It enables you to obtain instantly any volume of sound desired from a whisper to the loudest tone,**

**It is very simple in construction, easily attached to the sound box and produces a pure, musical and distinct tone,**

**It is the ONLY Tone Regulator that does NOT wear the records. Write for circular and special discounts to dealers.**

**CRESCENT TALKING MACHINE COMPANY**  
3749 Cottage Grove Ave., CHICAGO, ILL.





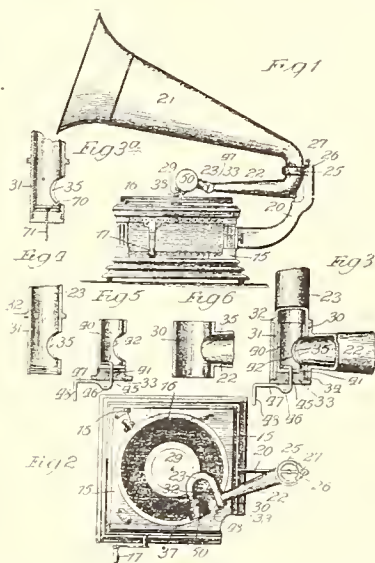
## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS.

(Specially prepared for The Talking Machine World.)  
Washington, D. C., March 7, 1906.

PHONOGRAPH. Eugene M. Robinson, Chicago, Ill. Patent No. 813,670.

This invention relates to phonographs, and particularly to means for reducing the volume of sound-waves passing through the horn of the phonograph, whereby a phonograph designed for outdoor work or for a large auditorium may be used in a small room without discomfort to the auditors. This invention is in some respects an improvement upon patent No. 778,271, for phonograph, issued to same party December 27, 1904.

The object of this invention is to provide modified forms of structure for use in place of those shown in prior patent. One of these forms is especially designed for use in a well known com-

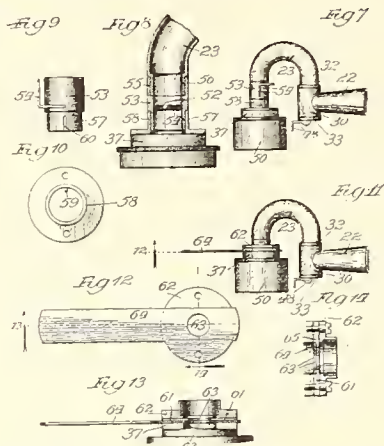


mercial type of phonograph-horn, whereby great accuracy of regulation of the volume of sound-waves passing through the horn is obtained.

This invention consists in this particular detail in the use of a horn having a substantially right-angled joint therein, there being in one of the angular portions of this horn a rotatable valve adapted to be rotated from without to regulate the volume of sound-waves passing from one of the angular portions of the horn to the other.

The invention also consists in the novel form of mounting for a sound-restricting mechanism, so that it can be detachably placed in the horn at some suitable point between the reproducer and the end of the horn.

In the drawings, Fig. 1 is a side elevation of one of the commercial forms of phonograph hav-



ing preferred form of the invention applied thereto. Fig. 2 is a plan view of the same, a portion of the horn being removed. Fig. 3 is a sectional detail view showing the preferred form of invention in assembled position. Fig. 3a shows an alternative form of valve. Figs. 4, 5 and 6 are sectional detail views of different parts of the structure of Fig. 3. Fig. 7 is a plan detail view showing means for restricting at two different points the volume of sound passing through the horn. Fig. 8 is a sectional detail view of the left-hand arm of Fig. 7, showing in detail a mounting for the restricting mechanism, which mounting can on a proper proportioning of the parts be applied to the horn at any desired point in its length. Fig. 9 is a detail plan view of the exterior of the mounting just referred to. Fig. 10 is a rear view of a reproducer, showing the method of attaching the mounting of Fig. 9 thereto. Fig. 11 is a plan detail view showing two means for restricting the volume of sound passing through the horn at different points, one of said means being practically within the reproducer itself. Fig. 12 is a detail sectional view on line 12 of Fig. 11. Fig. 13 is a sectional plan view taken on line 13 of Fig. 12. Fig. 14 is a sectional detail view taken on line 14 of Fig. 12.

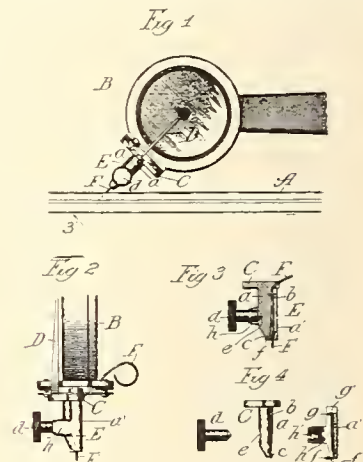
GRAMOPHONE. Herbert S. Mills, Chicago, Ill. Patent No. 812,512.

This invention relates to an improvement in the means for supporting the stylus in the form of an attenuate length of wire on the reproducer of the instrument to co-operate with the rotary record-disc, the degree of attenuateness of the wire, which is of uniform or substantially uniform thinness throughout, being such as to cause it to present always to the record-grooves an adequately fine point as it wears away with use by fric-

tional contact with the grooves. This fine wire is too yielding for use without support, since by undue bending in traversing the disc it wears the record and renders it indistinct.

The object of this invention is to provide a novel construction of rigid clamp on the reproducer which shall serve to hold the wire in a manner to permit one end to protrude to the desired short distance beyond the clamp for engagement with the record and to confine the wire throughout the remainder thereof contained in the clamp, so firmly and uniformly as to render it practically an integral part of the rigid clamp, and thus prevent any independent vibration or movement of the wire therein which would tend to mar or destroy the stylus action.

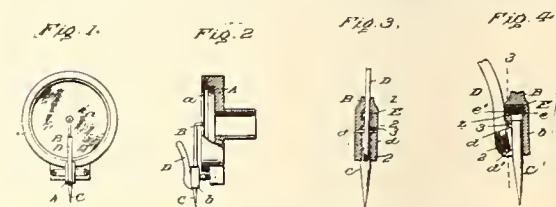
In the accompanying drawings, Fig. 1 is a broken view showing in side elevation the reproducer equipped with the improvement and in operative position relative to the record-disc, Fig. 2 is a view of the reproducer in front elevation, shown broken and provided with the improvement. Fig. 3 is a section taken at the line 3 on Fig. 1 viewed in the direction of the arrow



and enlarged; and Fig. 4 shows the parts of the improved clamp separated and ready to be assembled, the removable jaw being in section and the other parts in elevation.

GRAPHOPHONE-REPRODUCER. Geo. A. Mainwaring, Bayonne, N. J., assignor to American Graphophone Co., Washington, D. C. Patent No. 811,568.

This invention relates to means for securing in place the needle of a reproducer, and its purpose is to permit the needle to be readily inserted in place and to expedite the substitution of a fresh needle for an old one. At the present time these needles are held in the needle receiving barrel by a set-screw, and to put in a fresh needle the

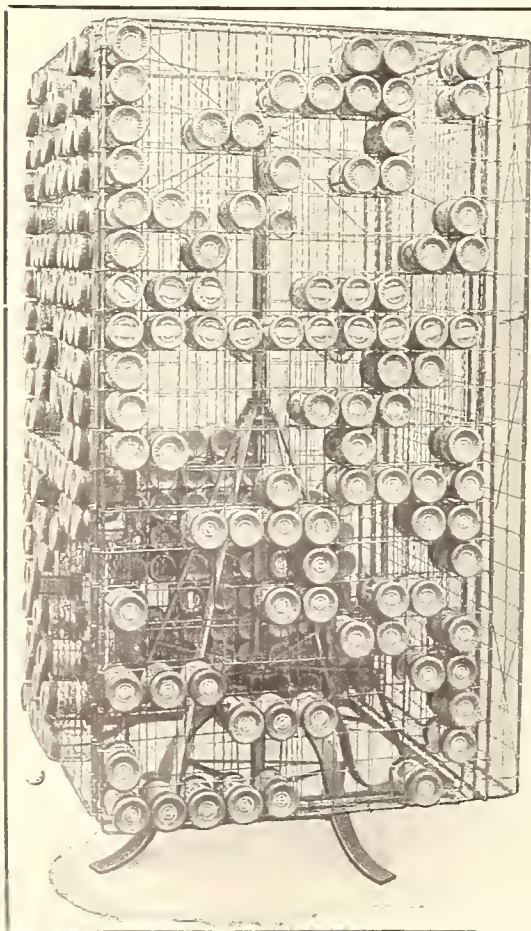


screw has to be turned several revolutions, and then after the old needle is removed and the new needle put in place the screw has to be turned back several revolutions, all of which calls for considerable time and trouble. By means of this invention most of this is avoided. The use of a split spring-socket for holding the needle has also been proposed; but no means (such as a lever) have been provided for releasing the pressure upon the needle to permit ready removal of the same and substitution of a fresh needle.

This invention will best be understood by reference to the accompanying drawings, showing the preferred embodiment thereof, in which Fig. 1 is a face view, and Fig. 2 is a side view, partly broken away, of a reproducer equipped with this novel means for holding the needle in place. Fig. 3 is a sectional view through the barrel of the stylus-bar on line 3, Fig. 4, the stylus-clamping lever being shown in elevation. Fig. 4 is a longitudinal sectional view at right angles to Fig. 3.

ATTACHMENT FOR PHONOGRAPHS. Zenas Tarble Grover, South New Berlin, New York. Patent No. 811,633.

This invention relates to certain improvements in phonographs, graphophones and similar sound-producing machines, and more particularly to a



## One Thousand CYLINDER RECORDS

That's the Capacity of

## THE MONARCH

Revolving Rack

You cannot carry records as well any other way. We can hardly keep pace with the demand. Better get your order in

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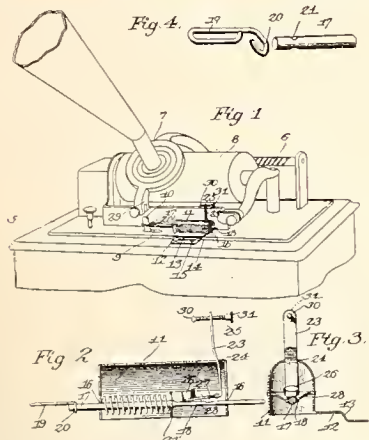
Catalogue of the complete "Heise System" of racks on application. Shall we send it?

**Syracuse Wire Works**  
SYRACUSE, N. Y.



novel form of mechanism for automatically operating the motor-brake after the sound-box has entirely completed the reproduction of the record.

The object of the invention is to provide a simple, inexpensive and efficient device of this



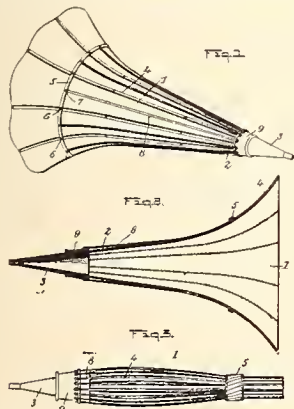
character which will automatically apply the brake to the motor, and thereby positively stop the latter when the machine has finished playing a record.

A further object of the invention is to provide a trip-lever adapted to be engaged by the reproducer arm to automatically apply the brake, said trip-lever being provided with a longitudinally-adjustable pin or screw whereby the device may be set for stopping the actuating motor at any predetermined time.

In the accompanying drawings, forming a part of this specification, Fig. 1 is a perspective view of a phonograph, showing this improved brake-applying device applied thereto. Fig. 2 is a longitudinal sectional view of the device detached. Fig. 3 is a transverse sectional view of the same, and Fig. 4 is a detail perspective view of the connecting-link and a portion of the rod detached.

FOLDING PHONOGRAPH HORN. Martin L. Munson, New York, N. Y. Patent No. 813,814.

This invention relates to horns such as are attached to phonographs or similar instruments for intensifying sound and throwing it in any desired direction. The object of the invention is to produce a horn of simple construction which may be folded so as to occupy a small space, enabling the



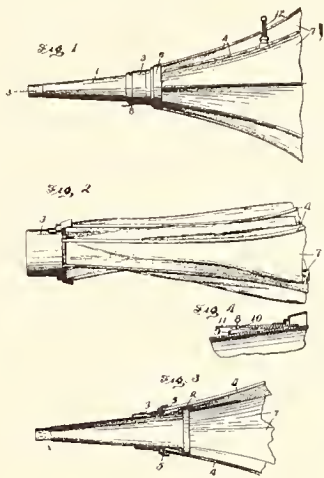
horn to be conveniently carried or packed for transportation.

Figure 1 is a perspective view of the horn, representing the same in its open or expanded condition. Fig. 2 is a longitudinal vertical section of the horn when expanded as in Fig. 1, and Fig. 3 is a side elevation showing the horn in a folded or collapsed condition.

FOLDING PHONOGRAPH HORN. James T. Brown, New York, N. Y. Patent No. 811,900.

This invention relates to a horn especially adapted for use with phonographs or similar devices; and the objects are to provide a simple and durable form of collapsible horn which can be conveniently adjusted and which will be held rigidly in its expanded position.

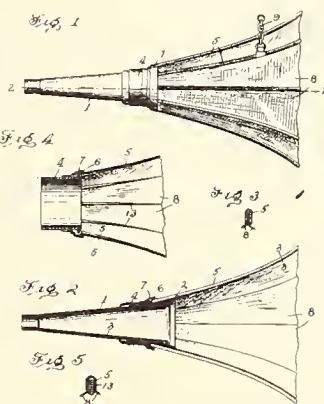
Referring to the accompanying drawings, forming a part of this application, and in which similar reference symbols indicate corresponding parts in the several views, Figure 1 is a side elevation illustrating one embodiment of my invention in its expanded position. Fig. 2 is a side elevation, partly in section, showing the collapsible portion of the horn in folded position. Fig. 3 is a sectional view on the line 3 3 of Fig. 1. Fig. 4 is a detail sectional view illustrating a pre-



ferred form of latch for locking the two portions of the horn together.

PHONOGRAPH-HORN. James T. Brown, New York, N. Y. Patent No. 813,999.

This invention relates to an improved horn especially adapted for use with phonographs or similar devices; and relates especially to the type of collapsible horn described in pending appli-

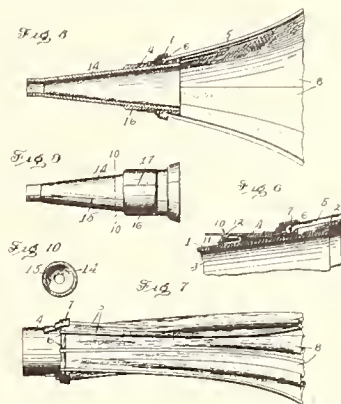


cation, Serial No. 239,241, filed December 24, 1904, of which this is a divisional application.

An object of the invention is to provide a horn which will eliminate the harsh and metallic sounds occurring with existing types of horns when applied to sound-reproducing devices. A further object is to provide a simple and compact form of collapsible horn which will be more durable than existing constructions and which can be conveniently adjusted and rigidly held in its expanded position.

Referring to the accompanying drawings, Figure 1 is a side elevation illustrating one embodiment of the invention in its expanded position.

Fig. 2 is a sectional view on the line 2 2 of Fig. 1. Fig. 3 is a sectional view, on a larger scale, taken on a line 3 3 of Fig. 2. Fig. 4 is a detail sectional view, on a larger scale, illustrating a modification in which the collapsible portion is provided with interior guard-rails. Fig. 5 is a detail sectional view, on a large scale, taken on the line of 5 5 of Fig. 4. Fig. 6 is a detail sectional view, on an enlarged scale, showing one



form of latch for locking together the mouthpiece and collapsible trumpet portion of the horn. Fig. 7 is a side elevation partly in section, showing the collapsible trumpet portion of the horn in folded position. Fig. 8 is a sectional view illustrating a modification in which the mouthpiece is formed of leather. Fig. 9 is a side elevation of the mouthpiece shown in Fig. 8; and Fig. 10 is a sectional view on the line 10 10 of Fig. 9, illustrating the manner of joining the leather blank of the mouthpiece.

HORN FOR PHONOGRAPHS, EAR-TRUMPETS, ETC. Gustave H. Villy, Manchester, Eng., assignor to United States Horn Co., New York, N. Y. Patent No. 12,442.

This invention relates to improvements in connection with horns or trumpet-like sound distributors or collectors for use upon phonographs, gramophones, and other like instruments, and also for ear-trumpets, fog-horns, and other sound distributing and collecting devices, the object being to provide a horn or trumpet-like device which can be folded when not in use, so as to be capable of ready transportation and for placing within the case of the phonograph or in the pocket of the user when it is to be applied to an ear instrument or the like.

Another important patent for phonograph horn (No. 811,877) has been granted to C. A. Senne, of New York, which we are unable to illustrate in this issue. We understand that he is prepared to receive offers for this patent.

**MIRA** MUSIC BOX

(Marvelous)

Unequaled for Sweetness, Harmony and Volume of Tone

Best in Construction

*A Line That Goes Well With Talking Machines*

Write for Catalogue and Prices

**JACOT**  
Music Box Co.

39 Union Sq., New York



## FINAL DECREE IN PERLINER SUIT.

Free Swinging Stylus Patent Claims Affirmed.

The Berliner patent on the free-swinging stylus mechanism for the reproduction of sound in the manufacture of disc talking machine records and used generally, was affirmed by a unanimous decision of the United States Circuit Court of Appeals, New York, the opinion being filed March 2. This sustains the decree of Judge Hazel, in the lower court, and is a final adjudication of the case, with the Victor Talking Machine Co., Camden, N. J., the owners of the patent, coming off victorious. The complete text of the decision follows:

"United States Circuit Court of Appeals, Second Circuit, before Lacombe, Townsend and Coxe, Circuit Judges. Victor Talking Machine Co. and another, complainants, appellees, against American Graphophone Co., defendant, appellant. This cause comes here upon appeal from a decree of the Circuit Court, Southern District of New York, sustaining the validity (and finding infringement) of United States letters patent 534,543 granted February 19, 1895, to Emile Berliner for the 'Gramophone.'

"Per Curiam.—In affirming this decree we do not find it necessary to add anything to the careful and exhaustive discussion of the issues which will be found in Judge Hazel's opinion, with one single exception. In disposing of the defense of prior public use based upon the lecture and exhibition before the Franklin Institute, the Circuit Court apparently relied mainly upon the proposition that what took place there was not a public use, but rather an experimental one. Without discussing the questions thus raised or expressing any definite opinion either way, we prefer to dispose of the alleged prior public use by means of the application of Berliner, which was filed six months prior to the Franklin Institute lecture, and which eventuated in patent 564,586, issued subsequent to the patent in suit. The specifications in that application (for 564,586) were full enough to warrant the making of the claims here in controversy (5 and 35); at any time the application might have been amended by adding such claims, and in our opinion it is immaterial that instead of thus amending it, he took the broader claims on another application filed while the first was pending. The second may fairly be considered a continuation of the first, and thus Berliner's application antedates the public use, and the facts will not sustain the contention that he abandoned his invention here in suit. The decree is affirmed."

The case was argued January 17 by Horace Pettit, Philadelphia, for the Victor Co., and by Philip Mauro for the American Graphophone Co. VICTOR TALKING MACHINE CO. TO ENFORCE RIGHTS.

March 6 the Victor Talking Machine Co. notified the trade as follows: "As the decision of this court is final, we expect to at once proceed to enforce our rights by preliminary injunction against all infringers, including all manufactur-

ers of infringing machines and records, who have not taken a license from us, and dealers in such infringing goods. We would call attention to the fact that the American Graphophone Co. have already taken a license, as also the Universal Talking Machine Manufacturing Co."

## BIG ORDERS AND DEPLETED STOCKS

Is the Rule With the Dealers of Wheeling, W. Va.—Bard Bros. May be Compelled to Secure Larger Quarters.

(Special to the Talking Machine World.)

Wheeling, W. Va., March 10, 1906.

Possibly there are some dealers who cannot understand the stories handed out by the various talking machine manufacturers relative to the great volume of unfilled orders they have on file—not so with the dealers in this city. Each one visited had a most interesting tale to tell of unfilled orders and depleted stocks.

Business is great—great when volume and receipts are considered, but the thought of the dollars lost through lack of goods will be an ever-present source of worry for the thought of "what might have been."

When your correspondent called on F. W. Baumer & Co., their talking machine force was seriously considering the rearrangement of their department, so as to be able to increase their stock of records. Their growing trade for Edison goods makes this necessary.

The C. A. House talking machine department report big sales and lots of them. Their Victor business has been especially brisk during the past month.

Bard Bros.' exclusive talking machine store is proving to be a favorite meeting place for music-loving people. During the past week they have doubled their shelf capacity for cylinder records. Now have sufficient room to carry a stock of 10,000. They say that September 1 will find them installed in quarters several times larger than those occupied at present.

Their disc department is doing a particularly good business in the higher priced outfits. Hoehl & Giessler Piano Co. are pushing their talking machine business to the front. They are installing the tray system for their Edison record stock, and will carry the complete American list. The newspaper premium business is booming. This canvass will in all probability make 2,000 new users.

The talking machine department of the two big instalment houses, The Palace Furniture Co. and House & Herrmann, report excellent business during the past month.

The Edison Co., of Newark, N. J., have just been allowed twenty-four claims on their new home repeating attachment (recently patented) for standard and home phonographs, and a new application has been made for some further improvements all of which are embodied in the repeater which they are now putting forth. Dealers will be glad to know that this company are

now making shipments of the "S" repeaters and will start to make shipments of the "Home" on March 22. In a chat recently with the Edison Co. they stated that they feel grateful for having received such splendid response to their advertisement in The World regarding their repeaters as well as for the patience of those who have placed orders with them, and who have been somewhat delayed in having them filled.

## HANDSOME DISC RECORD CABINET.



The above is a sample of one of the Douglas Phonograph Co.'s (New York) new line of disc record cabinets with machine combined. The superb design and finish of this elegant piece of furniture places it in a class by itself, the panels following the Louis XVI. school of decoration. The company are undoubtedly leaders in these goods, as they show more and handsomer styles than any other jobbing house in the country.

The second meeting of the Phono Club, Thursday evening of last week, wound up with a dinner at Moquin's restaurant on Sixth avenue, New York. Among those present were C. V. Henkel, president, and John Kaiser, with the Douglas Phonograph Co.; Victor H. Rapke; R. B. Caldwell, with the Blackman Talking Machine Co., and Fritz H. Grawert-Zellin, an inventor of a sound-box.

The Santa Fe Watch Co., Topeka, Kan., and the Clinton Music Co., Toledo, O., have added the Zonophone line.

At the meeting of jobbers in Pittsburg, Pa., yesterday (14th), about 25 or 30 of the leading concerns of the Middle West were present.

# STANDARD METAL MFG. CO.

MANUFACTURERS OF

## PHONOGRAPH HORNS AND SUPPLIES



Our Horns, as our name implies, are "Standard" in every respect. We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more evenly.

FACTORY: Jefferson, Chestnut and Malvern Streets, - NEWARK, N. J.  
NEW YORK OFFICE AND SAMPLE ROOM: - - - 10 WARREN STREET



# RECORD BULLETINS FOR APRIL, 1906.

## NEW EDISON GOLD MOULDED RECORDS.

- 9242 Eldorey (Ballet Intermezzo) (von der Mehden)  
Edison Concert Band
- 9243 When the Whip-poor-Will Sings, Marguerite  
(Helf) Sentimental song, Orch. accom.,  
Irving Gillette
- 9244 Flanagan's Night Off. (Original.) Comic  
Irish Sketch. Spencer and Porter
- 9245 Consins (Clarke) Cornet and trombone duet,  
Orch. accom.  
Herbert L. Clarke and Leo Zimmerman
- 9246 Moving Day (Harry von Tilzer) Coon song,  
Orch. accom. Arthur Collins
- 9247 Where the Susquehanna Flows (Petrie) De-  
scriptive song, Orch. accom. H. MacDonough
- 9248 I Would Like to Marry You (Laske) So-  
prano and tenor duet from the "Earl and  
the Girl," Orch. accom.  
Miss Hoy and Mr. Anthony
- 9249 Target Practice March (Nelson)  
Edison Military Band
- 9250 Let Me Write What I Never Dared to Tell  
(Rosenfeld) Sentimental song, Orch. ac-  
com. Byron G. Harlan
- 9251 Uncle Quit Work Too (Havez) Orch. accom.  
Bob Roberts
- 9252 I Am Praying for You (Sankey) Gospel hymn  
Orch. accom. Anthony and Harrison
- 9253 Cbng Chang—Chinese Galop (Brooks) Xylo-  
phone solo, Orch. accom. Albert Benzler
- 9254 Comin' Thro' the Rye. Old Scotch song,  
Orch. accom. Marie Narelle
- 9255 In the Golden Autumn Time, My Sweet  
Elaine (Henry) Descriptive song, Orch.  
accom. Harlan and Stanley
- 9256 You're a Grand Old Rag (Cohan) Orch. ac-  
com. Billy Murray
- 9257 Feather Queen (Mabel McKinley) March.  
Edison Concert Band
- 9258 We Parted as the Sun Went Down (Solman)  
Descriptive song, Orch. accom.  
W. H. Thompson
- 9259 My Lovin' Henry (Sherman) Coon song,  
Orch. accom. Ada Jones
- 9260 When Mose with His Nose Leads the Band  
(Morse) Comic march song, Orch. accom.  
Collins and Harlan
- 9261 Garden of Love (Ascher-Mahl) Caprice with  
oboe feature. Edison Symphony Orchestra
- 9262 Songs the Band Played, March song, Orch.  
accom. Edward Mecker
- 9263 Happy Birds Waltz (Holst) Whistling solo,  
Orch. accom. Joe Belmont
- 9264 Eileen Allanna (Thomas) Irish ballad, un-  
accompanied. Edison Male Quartette
- 9265 Is Everybody Happy Medley (Original) in-  
troducing "Is Everybody Happy?" "Will  
You Love Me in December as You Do in  
May." "Forty-five Minutes from Broad-  
way" and "Sister" .... Edison Military Band

## NEW COLUMBIA DISC 10-IN. RECORDS.

- 3114 Giulia (Denza) Baritone solo in Italian,  
Piano accom. Laurino Parvis
- 3135 Lakme—Stances (Delibes) Bass solo in  
French, Piano accom. Marcel Journet
- 3138 Werther (J. Massenet) Tenor solo in French  
Piano accom. Francisco Niblo
- 3177 Mare Azzurro—Serenata (F. S. Colina) So-  
prano solo in Italian, Piano accom.  
Gina Claparelli
- 3342 Commandress in Chief—March and Two-step  
(Herbert) Columbia Band
- 3343 The Giggler—March and Two-step (Chaun-  
cey Haines) Columbia Band
- 3344 La Matichelle—Characteristic Dance (Borel-  
Clere) Columbia Band
- 3345 Me and Me Banjo (Kerry Mills) Prince's Military Band
- 3346 Razzazza Mazzazza (Arthur Pryor) Prince's Military Band
- 3347 Whispering Flowers (F. von Bion) Prince's Military Band
- 3348 Happy Heinie—March and Two-step (J. B.  
Lampe), Xylophone solo, Orch. accom.  
H. A. Yerkes
- 3349 Down in Chinkapin Lane (Billy Johnson)  
Male voices, Orch. accom. Bob Roberts and Columbia Quartette
- 3350 What's the Use of Knocking When a Man is  
Down? (Bryan and Edwards) Baritone  
solo, Orch. accom. Arthur Collins
- 3351 Battle Hymn of the Republic (Julia Ward  
Howe) Baritone solo, Orch. accom. George Alexander
- 3352 Flee as a Bird (Mary S. B. Dana) Baritone  
solo, Orch. accom. George Alexander
- 3353 Home Sweet Home (John Howard Payne)  
Baritone solo, Orch. accom. George Alexander
- 3354 My Old Kentucky Home (Stephen C. Foster)  
Baritone solo, Orch. accom. Geo. Alexander
- 3355 What Has the Night Time to do with the  
Girl? (Schwartz) Tenor solo, Orch. ac-  
com. Harry Tally
- 3356 Why Don't You Try? (Egbert Van Alstyne)  
Tenor solo, Orch. accom. Harry Tally
- 3357 Sitting Bull (Charles Zimmermann) Tenor  
solo, Orch. accom. Frank Williams
- 5493 Los Inuites (M. Nieto) Baritone solo in  
Spanish, Piano accom. Alberto Seresca Caceres
- 5453 La Madre del Cordero—Jota (J. Jimenez)  
Banda Espanola
- 5454 Fuentes—Marcha (R. Gascon) Banda Espanola
- 10150 Se—Romanza (Denza) Baritone solo in  
Italian, Piano accom. Nicolo Fossetta
- 25980 Romance (Adolph Fischer) Violoncello solo,  
Piano accom. D. Finzi
- 25981 Cantilena (G. Goltermann) Violoncello solo,  
Piano accom. D. Finzi
- 40572 Ave Maria (Gounod) Soprano Solo in Ger-  
man, Piano and Violin accom. Hedwig Zimmer
- 50545 Revivons l'amour (Fauchey) Mezzo-Soprano  
solo, in French, Piano and Violoncello ac-  
com. Mlle. Mary Boyer
- 3358 Villanelle ("Shepherd's Song") soprano solo  
in French, by Eva Dell Acqua, sung by  
Ruth Vincent

## COLUMBIA XP GOLD MOULDED RECORDS.

- 32717 Romeo et Juliette—Cavatina (Gounod)  
Tenor solo in French, Piano accom. Francisco Niblo

- 32718 Je ne pleurerai plus (Abel Queille) Tenor  
solo in French, Piano accom. Francisco Niblo
- 32757 When Stars are in the Quiet Skies (Clar-  
ence Lucas) Baritone solo, Piano accom.  
George Alexander
- 32902 Men of Harlech—Quickstep. Columbia Band
- 32903 Selections from "Veronique" (Audre Mes-  
sager) Columbia Band
- 32904 Inspiration Polka (Mauro) Cornet solo, ac-  
companied by Prince's Military Band.  
Vincent A. Buono
- 32905 Nightingale Polka (Mollenhauer) Piccolo  
solo, accompanied by Prince's Military  
Band. Marshall Lufsky
- 32906 Ma Pretty Chloe from Tennessee (Ernest R.  
Ball) Male voices, Orch. accom. Columbia Quartette
- 32907 Down in Chinkapin Lane (Billy Johnson)  
Male voices, Orch. accom. Bob Roberts and Columbia Quartette
- 32908 Let Me Write What I Never Dared to Tell  
(Rosenfeld) Tenor solo, Orch. accom. Albert Campbell
- 32909 I Like You (William F. Peters) Tenor solo,  
Orch. accom. Billy Murray
- 32910 Football (Charles Zimmermann) Tenor solo,  
Orch. accom. Frank Williams
- 32911 So Long, Mary (George M. Cohan) Soprano  
solo, Orch. accom. Miss Minnie Emmett

## INTERNATIONAL RECORD CO.'S LATEST.

- METROPOLITAN BAND OF NEW YORK.
- 351 Light Cavalry Overture.
- 352 Selections from Il Trovatore. Opening chorus  
from Act 2 ending with duet finale by  
Eleonore and Count di Luna.
- 353 The Freedom of the Slaves of Egypt.
- 354 Selection, Cavaleria Rusticana. Introducing  
Lola and Drinking Songs ending with the  
Church Scene Chorus.
- 355 Selection, Lucia. Containing most popular  
melodies from opera.
- PELLSO'S ORCHESTRA.
- 647 Caynga Medley. (Containi Iliawatha).
- 648 Silverheels. (Will prove as popular as Hia-  
watha).
- 650 Medley Waltz—Forty-five Minutes from  
Broadway, introducing "I Think I Could  
be Awful to You."
- 652 Medley Waltz—Watch Where the Crowd Goes  
By, introducing "We'll Be Together When  
the Clouds Roll By."
- DESCRIPTIVE QUARTETTES, BY THE SAMBLERS.
- 1300 The Barbene in Old Kentucky.
- 1301 Characteristic Negro Medley.
- 1302 Cornfield Medley.
- 1303 Night Trip to Buffalo.
- 1304 Negro Wedding in Southern Georgia.
- 1305 Sleigh-ride Party.
- BARITONE SOLO BY J. W. MYERS, WITH ORCH. ACCOM.
- 1626 Will The Angels Let Me Play.
- BARITONE SOLOS BY ARTHUR COLLINS, WITH ORCH. ACCOM.
- 1642 Traveling.
- 1643 Uncle's Quit Work, Too.
- 1644 Gretchen.
- 1645 I'll Do Anything in the World for You.
- TENOR SOLOS BY BILLY MURRAY, ORCH. ACCOM.
- 2097 Nothing Like That in Our Family. (Sung by  
Lew Dockstader.)
- 2098 You're a Grand Old Rag. (Geo. M. Cohan's  
latest success in George Washington, Jr.)
- 2100 I Like You. (From "The Mayor of Tokio.")
- 2102 College Life.
- 2105 How Would You Like to Spoon With Me?  
(From "The Earl and the Girl.")

## VICTOR ADVANCE LIST.

- ARTHUR PRYOR'S BAND.
- 4620 Louisa Waltz Pryor (10)

- 4633 Happy Heinie—March and Two-step. Lampe (10)
- 4638 Poppies—Japanese Two-step. Moret (10)
- 4632 22d Regiment March. Gilmore (10)
- 31503 Coronation March—Le Prophete. Meyerbeer (12)
- 31504 American Fantastic. Herbert (12)
- 31506 Carlotta Waltz. Milloecker (12)
- VICTOR ORCHESTRA, WALTER R. ROGERS, CONDUCTOR.
- 4611 Happy Birds—Waltz with bird war-  
bling. Holst (10)
- BOSTON SYMPHONY ORCHESTRA TROMBONE QUARTET  
(Messrs. Lampe, Mausebach, Kluge and Kenfield).
- 4639 The Kerry Dance. Molloy (10)
- XYLOPHONE SOLO BY PETER LEWIN, WITH ORCH.
- 4612 My Hindoo Man. Van Alstyne (10)
- BELL SOLOS BY CHRIS CHAPMAN, WITH ORCH.
- 4613 Belle of the West—Schottische. Selling (10)
- 4614 One Heart, One Mind. Strauss (10)
- THE OSSMAN-DUBLEY TRIO.
- Banjo, Mandolin and Harp Guitar.
- 4624 St. Louis Tickle—Ragtime Two-step. Seymour (10)
- 4625 Al Fresco—Intermezzo. V. Herbert (10)
- VICTOR BRASS QUARTET.
- 4615 The Chapel (What Beams so Bright) Hoch (10)
- TENOR SOLOS BY AL H. WILSON, WITH ORCH.
- 4620 In Tyrol—Yodling Song. Wilson (10)
- 4621 Under the Harvest Moon. Wilson (10)
- 31498 The Winding of the Yarn. Wilson (12)
- TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.
- 4616 Where the Morning Glories Twine  
Around the Door. Von Tilzer (10)
- TENOR SOLOS BY HARRY TALLY, WITH ORCH.
- 4618 Fly Away Birdie to Heaven. Harris (10)
- 4619 Can't You See I'm Lonely. Armstrong (10)
- TENOR SOLOS BY RICHARD JOSE, WITH ORCH.
- 31496 I Cannot Sing the Old Songs. Charibel (12)
- 31497 Ben Bolt. Kneass (12)
- TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.
- 31502 When the Mocking Birds are Singing  
in the Wildwood. Lamb & Blanke (12)
- TENOR SOLOS BY BILLY MURRAY, WITH ORCH.
- 4634 The Grand Old Rag—George Washing-  
ton, Jr. Cohan (10)
- 31507 Keep on the Sunny Side. Morse (12)
- "COON" SONG BY ARTHUR COLLINS, WITH ORCH.
- 4623 Moving Day. Von Tilzer (10)
- HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH.
- 31500 Moon Dear—"A Society Circus". Klein (12)
- BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.
- 31501 Just a Little Rocking Chair and You. Morse (12)
- DUET BY STANLEY AND MACDONOUGH, WITH ORCH.
- 4631 When the Whip-poor-Will Sings Mar-  
guerite. Helf (10)
- DUET BY DUBLEY AND MACDONOUGH, WITH ORCH.
- 31505 Dreaming Love of You. Harris (12)
- DIETS BY COLLINS AND HARLAN, WITH ORCH.
- 4622 Jessamine. Gumble (10)
- 4626 When Mose with His Nose Leads the  
Band. Morse (10)
- 4627 Gretchen. Penn (10)
- TORREY-ALEXANDER REVIVAL HYMNS.  
By Haydn Quartet, with Orch.
- 4636 The New "Glory" Song. Townner (10)
- 4637 Power from God. Tillman (10)
- SCENE IN A STORE BY STANLEY AND HARLAN.
- 31499 Scene in a Store. (12)
- TENOR SOLOS IN GERMAN BY EMIL MUENCH, WITH ORCH.
- 4641 Heidenroslein—"Wild Rose". H. Werner (10)
- 4642 Stille Nacht, Heilige Nacht—(Silent  
Night, Holy Night). Franz Gruber (10)
- 31508 Hans und Liesel—(Hans and Lisa). Foik Song (12)
- BARITONE SOLOS IN SPANISH BY SENOR FRANCISCO,  
WITH ORCH.
- 4640 Jacarandosa. Alvarez (10)
- 4643 Serenata—(Schubert's Serenade) Schubert (10)
- SEVEN INCH RECORDS.
- ARTHUR PRYOR'S BAND.
- 4632 22d Regiment March. Gilmore (7)
- 4633 Happy Heinie—March and Two-step. Lampe (7)
- TENOR SOLO BY BILLY MURRAY, WITH ORCH.
- 4634 The Grand Old Rag—George Washing-  
ton, Jr. Cohan (7)
- DUET BY STANLEY AND MACDONOUGH, WITH ORCH.
- 4635 The Old Brigade. Barri (7)
- THREE SPLENDID CONCERTED RECORDS BY  
FAMOUS SINGERS.
- DUET BY ELLISON VAN HOOSE AND MARCEL JOURNET,  
WITH ORCH.
- 74003 Scene and duet—"Heavenly Vision"  
Act I.—Faust. Gounod (12)
- DUET BY ELLISON VAN HOOSE AND EMILIO DE GOGORZA,  
WITH ORCH.
- 74005 Duet—Act I, Martha—Solo Profugio. Flotow (12)

## THE UDELL WORKS, Indianapolis, Indiana



No. 531.

No. 531 Holds 175 Records

Has convenient sliding shelves  
Push one door and both close at  
same time.

MANUFACTURERS OF

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AND  
CYLINDER  
RECORD CABINETS**

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Indianapolis Indiana



TRIO BY VAN HOOSE, JOURNET AND DE GOGORZA, WITH ORCH.  
74004 Trio—The Duel—Faust. Act III..Gounod (12)  
VIOLONCELLO SOLOS BY JOSEF HOLLMAN, WITH ORCH.  
64001 Ave Maria .....Schubert (10)  
74001 Petite Valse—Moreaux No. 5....Hollman (12)  
BY JOSEF HOLLMAN, PIANO ACCOM.  
74002 Andante religioso—(second concerto.  
opus 12) .....Hollman (12)  
NEW EAMES RECORDS.  
MME. EAMES, WITH 'CELLO OBLIGATO BY HOLLMAN.  
S5097 Chanson d'Amour—Song of Love.Hollman (12)  
S5098 Ave Maria .....Bach-Gounod (12)  
MME. EAMES AND EMILIO DE GOGORZA.  
S5099 La ci darem la mano—("Hand in  
Hand We'll Wander")—Don Gio-  
vanni .....Mozart (12)

AMERICAN RECORD CO.'S BULLETIN No. 3.

REGIMENTAL BAND OF THE REPUBLIC.  
031307 Coccanut Dance (introducing clogs and  
cymbals) .....Fred Hager  
031308 Gleaming Star—New Two-step.....Fred Hager  
031309 Selections from Ernani.....  
AMERICAN SYMPHONY ORCHESTRA.  
031310 Golden Sunset Waltzes—A slow dreamy waltz.  
031311 La Cinqtaine—Old-time French favorite....  
031312 Old Meeting-House Days—Medley of old-  
fashioned hymns.....  
ORCHESTRA BELL SOLO.  
031313 One Heart, One Mind—Bell effects.....Yorke  
CLARINET SOLO BY PIERRE LEO, ORCH. ACCOM.  
031314 California Dance—By one of the greatest  
clarinet soloists .....  
CLARINET AND FLUTE DUET, PIANO ACCOM.  
031315 Fragrant Rose (introducing brilliant cadenzas.  
VIOLIN SOLO BY FREDERIC VOELKER, PIANO ACCOM.  
031316 Raff's Cavatina .....  
TENOR SOLOS BY BILLY MURRAY, WITH ORCH.  
031317 Cheyenne (The biggest hit this year).....  
031318 My Lovin' Henry (Darkey dialect is the  
"real thing") .....  
ARTHUR COLLINS, ORCH. ACCOM.  
031319 I'll Be Back in a Minute, But I Got to Go  
Now. (A new coon song).....  
031320 Jessamine. (A darkey love song.) .....  
COLLINS AND HARLAN, ORCH. ACCOM.  
031321 In My Merry Oldsmobile (A taking waltz song)  
TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.  
031322 Where the Morning Glories Twine Around  
the Door. ....  
MALE QUARTETTE.  
031323 A Trip to the County Fair.....  
031324 The Sleighride Party.—Descriptive.....  
TENOR SOLO BY HARRY TALLY, ORCH. ACCOM.  
031325 What Has the Night Time to Do With the  
Girl? .....  
TENOR SOLO BY HENRY BURR, ORCH. ACCOM.  
031326 Dreaming, Love, of You (An enchanting  
love song) .....  
STANLEY AND BURR, ORCH. ACCOM.  
031327 Beyond the Smiling and the Weeping.....  
031328 On Calvary's Brow. Two duets with  
general favorites .....  
YASSAR GIRLS' QUARTETTE.  
031329 My Heart's in the Highland.—Selections by  
a female quartette.....  
MISS CLARE STAYCE—RECITATION.  
031330 Going Down to Gran'pa's, or a Little Boy's  
Lament—Fascinating dialect poem of  
the Whitcomb Riley order.....  
BARITONE SOLO BY HOWARD BLACKBURN, ORCH. ACCOM.  
031331 Sing Me a Song of the South.....

ZON-O-PHONE 10-INCH RECORD.

SEVENTH REGIMENT BAND.  
401 High School Cadets March (Sousa).....  
ZON-O-PHONE CONCERT BAND.  
402 Everybody Works but Father—Musical Humoresque  
403 Farewell, Sweetheart May—Medley March.....  
404 Sextet from "Lucia".....  
HAGER'S ORCHESTRA.  
405 Children's Songs—Medley .....  
406 College Songs—Medley .....  
407 Passion—Intermezzo .....  
408 Two Little Girls Loved One Little Boy—Med-  
ley Waltz. ....  
MANDOLIN ORCHESTRA.  
409 Bartolo—Milonga .....  
SONGS WITH ORCHESTRA ACCOMPANIMENT.  
410 Battle Hymn of the Republic...Frank C. Stanley  
411 I'll Be Waiting in the Gloaming, Sweet Gene-  
vieve.....Alan Turner  
412 I'm a-Dreaming of You.....Collins and Harlan  
413 In Happy Moments .....Alan Turner  
414 I Want What I Want When I Want It.....  
Frank C. Stanley  
415 Keep on the Snunny Side.....Billy Murray  
416 Let Me Write What I Never Dared to Tell..  
Frank Howard  
417 Moon Dear .....Frank C. Stanley  
418 My Lovin' Henry .....Collins and Harlan  
419 Nothing Like that in Onr Family....Billy Murray  
420 Since Father Went to Work.....Fred. Lambert  
421 Since Nellie Went Away.....Frank Howard  
422 Uncle's Quit Work Too.....Bob Roberts  
423 When the Mocking Birds are Singing in the  
Wildwood .....Frank C. Stanley  
424 When Mose with His Nose Leads the Band..  
Collins and Harlan  
425 You're a Grand Old Rag.....Billy Murray

IMPERIAL RECORDS FOR MARCH.

BARITONE SOLOS BY ARTHUR COLLINS WITH ORCH. ACCOM.  
44718 If You Can't Say Sametholng Good, Say  
Nothing at All .....Clande Thardo  
44721 Little Red Pappoose.....B. H. Burt  
44722 When Mose with His Nose Leads the Band.  
Theo. Morse  
44723 I Want Somebody to Love.....Kelly  
44725 Pretty Desdamone. ....Williams  
44726 Gretchen. ....Penn  
44727 Moving Day .....H. von Tilzer  
44729 Traveling. ....Botsford  
44731 Uncle Quit Work, Too.....Havez  
44732 Jessamine .....Gumble  
44744 Bye-Bye, My Eva, Bye-Bye.....Smith & Brown  
TENOR SOLOS BY HENRY BURR WITH CORNET ACCOM.  
44728 Sing Me to Sleep.....Green  
44734 I Know a Lovely Garden .....Hardlat  
WITH ORCH. ACCOM.  
44724 Violets .....Ellen Wright  
44730 A Little Boy Called Taps.....Theo. Morse  
BARITONE SOLO BY J. W. MEYERS, WITH ORCH. ACCOM.  
44741 'Cause I Like You.....J. Howe, Jr.  
CONCERT RECORDS.  
BARITONE SOLOS BY ARTHUR COLLINS WITH ORCH. ACCOM.  
7730 Under the Banana Tree .....Lamb & O'Connor  
7743 Have You Seen My Henry Brown?..A. von Tilzer  
7745 Evalyne .....Paul Dresser  
TENOR SOLOS BY E. M. FAVOR, WITH ORCH. ACCOM.  
7736 Hoolihan.....

7737 Nobody Knows, Nobody Cares.....  
7738 A Sprig o' Shillalah.....Helf and Hager  
BARITONE SOLO BY J. W. MEYERS, WITH ORCH. ACCOM.  
7746 Daddy's Little Girl .....Theo. Morse  
DUETS BY BURR AND DANIELS, WITH PIANO ACCOM.  
7719 Excelsior .....Balfé  
7743 Crucifixus. ....Faure  
BAND SELECTION.  
7720 La Rose (intermezzo).....Ascher  
7414 Star of My Life .....  
BASS SOLO BY TOM DANIELS, WITH PIANO ACCOM.  
7735 O Jolly Jenkins. ....  
GERMAN TENOR SOLO BY HERR MUENCH; PIANO ACCOM.  
7739 Untrene .....Gluck  
TENOR SOLO BY BYRON G. HARLAN.  
7515 Pals; Good Old Pals. ....  
TENOR SOLO BY HENRY BURR, WITH ORGAN ACCOM.  
7597 The Ninety and Nine. ....  
QUARTETTES.  
7699 Sweet Adeline.....  
7700 I'se Gwine Back to Dixie.....

VICTOR CO. ANNOUNCE CUT

In the Prices of Certain American Red Seal  
Records from \$2 and \$2.50 to \$1 and \$1.50  
Respectively on May 1st.

Under date of Feb. 15, the Victor Talking Ma-  
chine Co., of Camden, N. J., announce that May  
1 a reduction will be made in the retail price to  
\$1.00 each for ten and \$1.50 each for twelve-inch  
records (now \$2 and \$2.50, respectively), on the  
following American "red seal" records: Blass,  
Blauvelt, Crossley, De Lussan, Homer, Journet,  
Juch, Nuibo, Powell and Van Hoose. They will  
be called "red seals," but all records listing at  
more than \$1.50, "Victrola" red seal records. At  
that time the company will discontinue the re-  
tail "dozen prices" on all red seal and foreign  
black label records; also the present 40 per cent.  
discount to dealers will apply on the new prices.

On and after May 1, the company on account  
of new arrangements with Tamagno's heirs, will  
sell Tamagno records at Melba discounts, namely  
30 per cent. to dealers. On their April "advance  
list order blank" the Victor Co. will present the  
first of their new 8-inch records, twelve numbers  
of popular selections which will be supplemented  
monthly in like manner, and the price will be  
35 cents, the same as the 7-inch records that will  
not be increased in the catalogue.

The Douglas Phonograph Co., New York, have  
enlarged their record storage room so as to  
carry 200,000 Edison records hereafter.

*Sinenoid* Horns  
27 Styles 15 to 56 in. \$2 to \$15  
Manufactured by  
CRANE BROS., Westfield, Mass.  
Discount to Dealers

The Imperial Record  
which, as everybody knows, is the best made,  
is now retailed at  
Sixty Cents



JAMES I. LYONS  
Wholesale Only  
194 E. VAN BUREN ST.  
CHICAGO, ILL.

SHERMAN, CLAY IN LOS ANGELES.

Open Wholesale Talking Machine Depot in the  
Angel City—Clark Wise Finds That His Talk-  
ing Machine Trade Exceeds That of Sheet  
Music—Coast Business Growing.

(Special to the Talking Machine World.)  
San Francisco, Cal., March 5, 1906.

L. S. Sherman and Andrew McCarthy, of Sher-  
man, Clay & Co., were in Los Angeles the begin-  
ning of last week to look for convenient head-  
quarters for a depot for talking machines. They  
found very handsome rooms in the Parmelee  
Dohrman Building on Broadway, near Fifth  
street, and secured a lease. This depot will only  
be used for wholesale purposes. This gives  
Sherman, Clay & Co. a fine distributing center in  
Southern California, and as the talking machine  
business was quite extensive during the last six  
months and gives promise of great future de-  
velopment, the firm has reason to expect a great  
deal of its Los Angeles depot. Not long ago  
Sherman, Clay & Co. opened a talking machine  
depot in Seattle to supply the Northwest, and  
these two branches, together with the San Fran-  
cisco house, give Sherman, Clay & Co. distribut-  
ing facilities of a magnitude and convenience  
hardly to be appreciated by any one not inti-  
mately acquainted with Pacific Coast conditions.

Clark Wise, of Clark Wise & Co., is traveling  
in the interests of his talking machine depart-  
ment establishing sub-agencies and introducing  
the Talk-o-phone in the interior cities. Mr. Wise  
reports excellent success since leaving here, and  
orders come in daily by the bundle. R. A. Wise  
is quite enthusiastic when he talks about the  
splendid talking machine business the firm is  
doing, and he is surprised to find that it exceeds  
often the sheet music business which the firm of  
Clark Wise & Co. has so carefully nursed during  
the many years of its existence.

WANTED  
TWO OR THREE MORE  
TALKING MACHINE  
TRAVELING SALESMEN  
TO SELL THE STAR MODULATOR  
AS SIDE LINE.  
IT DOES THE WORK AND DOES IT RIGHT.  
Good Commission.  
Communications Confidential.  
STAR NOVELTY CO., Grand Rapids, Mich.

Mr. Dealer:

The success of your talking machine  
business depends upon the ability of  
your jobber to give you prompt service

"OUR DEALERS SUCCEED"

We job all makes of machines and records

Send for our complete alphabetically arranged list  
of all makes of records.



## MATERIAL USED IN DISC RECORDS.

Important Decision Handed Down Feb. 19 by Judge Hazel in Favor of the American Graphophone Co. Who Dismissed Complaint of Victor Talking Machine Co.—Strict Construction of Part of Berliner Patent.

Under the ruling of Judge Hazel, United States Circuit Court, New York, a strict interpretation or construction is placed on that part of the Berliner patent relating to the material used in the manufacture of disc records, and the complaint of infringement is dismissed. The decision was handed down Feb. 19, in the equity suit of the Victor Talking Machine Co. and the United States Gramophone Co. against the American Graphophone Co., Horace Pettit, of Philadelphia, appearing for the complainants, and Elisha Keller Camp and Philip Mauro for the defendants. The patent which the defendants were charged with infringing, is No. 548,623, issued October 29, 1895, to Emil Berliner, who assigned it to the complainants, "for sounds records and methods for making same." The decision goes into the construing of the meaning and intent of patents, and how broad they should be treated in their practical application. In reference to the process employed the court cited one of Berliner's claims, in which the following positive statement was made: "A sheet of hard rubber and celluloid to be excellent material from which to make such duplicates." Judge Hazel then declared the patentee should be held down to his claims of invention, no more, no less, under the rulings of the courts in parallel cases, in finality saying: "My conclusion is that in the manufacture of said records the defendant does not embrace the material specified in claims 3, 4 and 5 of the patent in suit, and therefore is not an infringer of such claims. It follows that the complaint must be dismissed with costs." The case will probably be carried up for review to the United States Circuit Court of Appeals, which will be final.

The contention over the validity of the Berliner patent relative to the use of the free swinging stylus in reproducing sound, sustained in the lower court, is now pending on appeal, argument having been heard January 17.

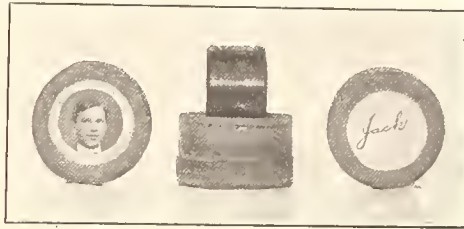
## THOS. A. EDISON VISITING FLORIDA.

Thomas A. Edison, the eminent scientist, whose connection with talking machines and sound reproduction is world famous, left his home in Orange, N. J., on Feb. 24, for a trip to Florida, accompanied by his family. He is enjoying the balmy climate of that country at Fort Myers, and will be away about six weeks. The "wizard's" general health is excellent, his mental vigor and physical energy is a marvel to his associates and assistants in the great experimental and manufacturing plant of which he is the active head and presiding genius. While the phonograph department is only a section of the works bearing Mr. Edison's name, its development, improvement and progress still holds his personal interest.

## CERTAIN TO BECOME A FAD

At Banquets Is the Napkin Ring Record Which Holds Response to Toast and Is Carefully Preserved by Diners.

The latest novel use ascribed to the talking machine is as a post-prandial entertainer. At a dinner recently given in this city the host provided a number of Columbia "napkin ring" records and as each guest arrived, they were invited into a small room and requested to respond to a toast into the graphophone. When



THE NAPKIN RING RECORD.

the dinner had ended, and the toastmaster began his duties, the machine was brought into the room, and as the name of each guest was called, and the toast announced, the record made by the guest was slipped on the machine, which made the response. At the conclusion of the banquet the records were distributed among the guests as souvenirs. The records were packed in neat boxes, on one side of which is a space for the picture of the maker and a place for the inscription of their name, while on the obverse is a space for the date, autograph and address. These cylinders are made by the Columbia Phonograph Co., and will soon become a popular fad, as they are of a size adapted for a short message, greeting or speech, and can be easily mailed. The Columbia Phonograph Co. report the sales of these records as greatly increasing in all of their stores.

## PRICES IN LONDON AND HERE COMPARED.

George F. Chippendale, of Bradford, Yorkshire, England, writes as follows: "I notice in your issue of December, 1905, that it is stated on page 30 the English prices for disc records are much lower than in the States, and in some instances much too low. I give below comparisons of prices here and new and old prices in the States:

	English prices.	American prices	
		New.	Old.
7-in. disc .....	2s. 6/-	1s. 6/-	2s.
10-in. disc .....	5s. 0/-	2s. 6/-	4s.
12-in. disc .....	7s. 6/-	4s. 0/-	6s.

"I am sure a reduction in price of disc records on this side of the water would mean a much greater sale of this class of records."

## AN EDISONIA CO. SPECIALTY.

The clever repeating attachment for Standard and Home phonographs manufactured by the Edisonia Co., of Newark, N. J., is winning for itself an enviable position with the trade, and the above company can well congratulate them-

selves on the buying of the sole rights of this clever invention. During the past two months they have been overwhelmed with orders for this device, which they have been delayed in filling on account of the congestion in the metal market and the difficulty in getting supplies fast enough. They are now prepared, however, to make shipments promptly and will be glad to mail sample, prepaid, to dealers or jobbers for Standard or Home machines on receipt of \$1.50. Their advertisement in another part of this paper is worth reading. It was omitted from last month's World through an error in make-up.

## TALKER ENTERTAINS SOCIALISTS

At Reunion in Newark, N. J.—Speeches and Songs by Noted People Heard.

(Special to the Talking Machine World.)

Newark, N. J., March 7, 1906.

Talking machines have been used on many occasions for many purposes, but at Harmony Hall recently, Branch 7 of the Socialist party, utilized a phonograph, operated by William H. Leffingwell, to supply an entire evening's "enlightenment, entertainment and recreation." The many records heard included songs, instrumental music and reproductions of speeches by Joseph Wanhope, Eugene V. Debs and Gaylord Wilshire. The records were distinct and sufficiently effective, holding the attention almost as well as flesh and blood oratory, living, present, musical, gymnastics.

Gaylord Wilshire's speech gripped more tightly than any of the other members. Mr. Wilshire is the publisher of a socialist magazine, and those present for the most part had read it. He argued against throat-cutting competition, advising solidarity, organization and mutual aggrandizement. Mr. Debs also spoke against the theory that "competition is the life of trade," which he said was instilled into children when at school writing in their copy books.

## NEW COLUMBIA JOBBERS.

Walter L. Eckhardt, manager of the Columbia Phonograph Co.'s wholesale department, returned quite recently from a two weeks' run through the middle west, giving the most of his time to Ohio, where he has accepted the following jobbers additional to those already announced: Eclipse Musical Co., Cleveland; Ball-Fintze Co., Newark; Perry B. Whitsett Co., Columbus, and Hayes Music Co. Others are under consideration. It is Mr. Eckhardt's purpose to establish five jobbing houses in Greater New York, whose names will be made public early next month. C. S. Gardiner is doing great business for the department, his sales reaching surprising figures as per official statement.

The Saunders Music Co., of Minneapolis, Minn., has a window display made up for a contest given by the Victor Talking Machine Co. A picture of the window was taken recently and sent to the company for advertising purposes.



Plain  
Morning Glory  
Decorated.

## AN ECLIPSE

means the obscuring of one object by another. It is in the value and quality of our stock that we **ECLIPSE** our competitors. Our 1906 model, hand painted **Flower Horns** possess an individuality not found in any similar line. Write for price list. A large stock of these horns is carried in stock and we are prepared to make immediate shipments. We carry the largest and most complete line of Edison machines, records and supplies in the State.

TRY us with an order.

**ECLIPSE PHONOGRAPH CO.**

A. WM. TOENNIES, Proprietor 203 Washington St., Hoboken, N. J.



# Leading Jobbers of Talking Machines in America

## OLIVER DITSON COMPANY

Have the only complete stock of

### Victor Talking Machines and Records

in America, and confine themselves to retailing and jobbing only Victor goods.

150 TREMONT STREET, BOSTON, MASS.

Deliveries from our Four Stores affords Dealers in Chicago and vicinity the very best and most complete service on

### COLUMBIA DISC, TONE ARM GRAPHOPHONES AND DISC RECORDS

Most Comprehensive Stock in Chicago

L. FISH FURNITURE CO.,

Main Store: 1906-1908 Wabash Ave., CHICAGO

## FINCH & HAHN,

Albany, Troy, Schenectady.  
Jobbers of Edison

### Phonographs and Records

100,000 Records

Complete Stock Quick Service

## Powers & Henry Co.

619-622 Penn Ave., Pittsburg, Pa.

Victor Distributors

Edison Jobbers

Columbia Representatives

Everything in Machine  
Records and Supplies

A Million Records in Stock,  
including the personal records  
of P. A. Powers and W. E. Henry

## S. B. DAVEGA,

EDISON JOBBER  
VICTOR DISTRIBUTOR

Kaiser's Illuminated Signs for Edison, Victor and  
Columbia Records.

32 East 14th St.

New York City.

## GOODDAY'S

(BENJ. SWITKY, Prop.)

Victor and Zonophone Distributor

'Phone 665 Gramercy

27 E. 14th St., New York City

## ROBT. R. SMALLFIELD, DAVENPORT, IOWA.

Columbia Graphophones,  
DISC AND CYLINDER RECORDS  
AND SUPPLIES.

No order too large. . . None too small.

## O. F. KAUFFMAN,

READING, PA.

Largest and Most Complete Stock  
of New Spring Contact Reproducer  
Graphophones and COLUMBIA Xp  
Gold Moulded Records in Central  
Pennsylvania.

ORDERS FILLED THE DAY RECEIVED.

## I. DAVEGA, Jr.

Jobber of

Edison Phonographs

and

Victor Talking Machines

Supplies of all kinds  
Largest Stock of Records

Write for our prices on Horns and Stands

W. H. Freeland 125 W. 125th Street Branch  
Manager NEW YORK 802-04 Third Ave.

## HARGER & BLISH

Western Distributors for the

## VICTOR COMPANY.

It's worth while knowing, we never  
substitute a record.

If it's in the catalog we've got it.

DUBUQUE, IOWA.

## H. R. BONFOEY,

BINGHAMTON, N. Y.

We make a specialty of placing  
COLUMBIA CYLINDER products  
in your hands in the shortest  
possible time. A trial is all I ask.

## Minnesota Phonograph Co.

ST. PAUL

MINNEAPOLIS

37 E. 7th Street

518 Nicollet Avenue

Edison Phonographs and Records

ALL MACHINES, RECORDS AND SUPPLIES

Write for Prices on Supplies.

Orders filled same day as received.

## COLUMBIA ORDERS

For the New Cylinder Grapho-  
phones equipped with the New  
Spring Contact Reproducers and  
Columbia X P Records executed  
same day as received by

## SPALDING & CO.,

SYRACUSE, N. Y.

## Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines  
and Records.

## ATTENTION!

"When Gable Blows the Trumpet"  
he's ready to deliver the goods.

Columbia Graphophones, Records and Supplies

Dr. A. M. GABLE, Sharon, Pa.

PACIFIC COAST HEADQUARTERS FOR

## EDISON PHONOGRAPHS AND RECORDS.

## Peter Bacigalupi,

786 Mission Street, SAN FRANCISCO, CAL.

## H. B. CLAFLIN & CO.

Worth and Church Sts., New York City

JOBBERS OF THE COMPLETE

COLUMBIA LINE

DISC AND CYLINDER

PROMPT SERVICE ASSURED

## BALL-FINTZE CO.

NEWARK, OHIO

Largest Stock Columbia Cylinder Records  
and Graphophones in Ohio.

Prompt Shipments.

## EDISONIA CO.

NEWARK, N. J.

All Talking Machines  
and General Supplies

## CLARK, HORROCKS & CO.,

Utica, N. Y.

Unexcelled Service on COLUMBIA GRAPHOPHONES  
Records and Supplies.

Complete stock of all New Types. New Catalogue  
now ready.

## NEW ENGLAND

JOBGING HEADQUARTERS

## EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street BOSTON, MASS.

## LEWIS TALKING MACHINE CO.

15 So. Ninth Street,  
Philadelphia, Pa.

## DISC-COLUMBIA-CYLINDER

LARGE STOCK

PROMPT SERVICE

Let us handle your March Record Order as a trial  
and you will quickly see who can best  
care for your wants.

## Victor Talking Machines and Records

SELF-PLAYING PIANOS.

Catalogs and Prices on Application.

Pacific Coast Distributors

Sherman, Clay & Co., San Francisco,  
Los Angeles.

## P. A. POWERS, Buffalo, N. Y.

COLUMBIA

Tone Arm Disc and New Cylinder Graphophones

Large Stock

Prompt Service

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great.  
Be sure and have your firm in the April list.



# Leading Jobbers of Talking Machines in America

PERRY B. WHITSIT L. M. WELLS  
**PERRY B. WHITSIT CO.,**  
 213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

Most complete line of Talking Machines, Records and Supplies in the west. Orders filled promptly

Columbus Representatives  
**COLUMBIA Cylinder Graphophones**  
**AND RECORDS.**

You will find it to your advantage to give  
**LANGLEY & WINCHELL**  
**OF BOSTON**  
 A chance at your **COLUMBIA WANTS**  
 Complete Disc and Cylinder Stocks

PITTSBURG'S HEADQUARTERS for  
**EDISON and VICTOR**  
 and everything else in Talking Machines, Records and Supplies  
 75,000 Edison Records { in stock  
 50,000 Victor Records }  
 Buy from Headquarters  
 The Theo. F. Bentel Co. 632-634 Liberty Street, Pittsburgh, Pa.

**PITTSBURG PHONOGRAPH CO.**

**VICTOR** and **EDISON**  
**JOBBERS**

Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

ALSO HEADQUARTERS FOR

**Columbia Graphophones**  
**RECORDS and SUPPLIES.**

Write for Catalogue.

**E. H. TOWLE COMPANY**  
 WATERBURY, CONN.

Authorized **COLUMBIA** Distributors

ALL ORDERS PROMPTLY and COMPLETELY FILLED

**DENHOLM & McKAY CO.**  
**WORCESTER, MASS.**

**Exclusive COLUMBIA Jobbers**  
**Disc and Cylinder**

If it's in the Catalogue we have it in  
 large quantities

**Eclipse Phonograph Co.,**  
 Hoboken, N. J.

Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

**CHARLES GIRVIN & COMPANY**  
 WILLIAMSPORT, PA.

**Columbia Graphophones**  
 Disc and Cylinder Records and a Complete Line of Supplies  
 PROMPT SERVICE

**CHICAGO HEADQUARTERS**  
 for

**COLUMBIA**

Disc and Cylinder Graphophones and Records  
 Exclusively COLUMBIA Lines.

**HIBBARD, SPENCER, BARTLETT & Co., Chicago**

**W. C. De Foreest & Son**  
 SHARON, PA.

**COLUMBIA GRAPHOPHONES**

RECORDS AND SUPPLIES.  
 We Never Substitute, We have the Goods and ship what you want promptly.

IF YOU'RE IN WESTERN MICHIGAN  
 it will be money in your pocket to order

**Victor Machines and Records**

JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving  
 in Transportation Charges

**OHIO PHONOGRAPH CO.,** Youngstown, O.

LARGEST JOBBERS

**Columbia Graphophones**  
**DISC AND CYLINDER RECORDS IN OHIO**  
 Orders promptly filled

COMPLETE LINE  
**Columbia Cylinder Machines and Records.**

**W. D. ANDREWS, Syracuse, N. Y.**

Just Received Large Stock New Spring  
 Contact Reprodncer Graphophone

**Price Phonograph Company,**  
**EDISON Jobbers**

Phonographs—Records—Supplies

NOTICE—If you have anything new write us.

MAIN STORE—1260 Broadway, Brooklyn, N. Y.

Up-State Headquarters—233 Main St., Poughkeepsie, N. Y.

**JOHN F. ELLIS & CO.**  
 WASHINGTON, D. C.  
 Distributor

**VICTOR** Talking  
 Machines  
 and **RECORDS** Wholesale and Retail  
 Largest Stock in the South

**M. M. MARRIN & CO.**  
 Grand Rapids, Mich.

Exclusive Columbia Jobbers. Com-  
 plete Stock Disc and Cylinder Colum-  
 bia Records and Graphophones.  
**All Orders Shipped Promptly**

## BUSINESS CONTINUES BRISK.

Every Branch Is Overwhelmed With Orders and  
 the Manufacturers Are Exhausting Every  
 Resource to Meet Demands.

As the year grows apace the development of the  
 talking machine business is causing manufactur-  
 ers to marvel. The principal jobbers throughout  
 the country are enlarging their stocks in a man-  
 ner quite unexpected, and it is to meet this de-  
 mand for records and machines that factories  
 have not only increased their output and facili-  
 ties, but are being operated continuously, night  
 and day. Traveling salesmen are turning in or-  
 ders from entirely new sources, not to mention  
 duplicates from regular customers. Jobbers in  
 turn are arranging their business on a larger  
 scale than ever before, securing more commo-  
 dious quarters so as to store and handle stock  
 of the general line to better advantage. In brief,  
 the entire trade only since the opening of the year  
 seems to have broadened out in obedience to cur-  
 rent selling conditions and is occupying a new  
 high level. Dealers are imbued with the same  
 spirit, and especially is this apparent in the mu-  
 sic trade. Recognizing the peculiar fitness of  
 thus having a talking machine department, they  
 are now going ahead with commendable enter-  
 prise in order to make up for lost time and to  
 regain what they have missed by an opportunity  
 too long neglected.

## ALFRED WEISS IN NEW QUARTERS.

Secures Lease of Building at 1622 Second  
 Avenue, Which He Will Occupy for His  
 Talking Machine Business.

Alfred Weiss, the youngest and not by any  
 means the smallest jobber in the Metropolitan  
 district, has outgrown his present quarters which  
 were ample one year ago, and has secured the  
 entire building located at 1622 First avenue,  
 and will devote every one of the three floors to  
 the talking machine industry.

Extensive alterations have been made in order  
 to facilitate shipping and the receiving of mer-  
 chandise; also a complete repair department  
 presided over by an expert. Mr. Weiss em-  
 phasizes the fact that only genuine Edison  
 repair parts will be used and the same policy  
 will be adhered to in repairing of all types of  
 machines. Every detail is looked after with  
 care and precision, which tells better than words  
 the result of a large and valuable business in  
 a very short period.

## MME. EAMES AS A RECORD MAKER.

The favorite soprano recently made some re-  
 cords, including "Who is Sylvia?" and after lis-  
 tening to the reproductions a smile illumined  
 her handsome face. She confessed it was a novel

sensation, as she had never heard the records.  
 She then told how she made the record of "Who  
 is Sylvia?"—how when she sang a very high  
 note she was pulled back from the horn of the  
 machine, and when she was singing medium  
 notes at moderate power she was almost pre-  
 cipitated into the horn of the machine by her  
 instructor. Mme. Eames was delighted with  
 the record of Mme. Melba in Bemberg's "Nymphs  
 and Fawns," declaring that it gave an absolute-  
 ly correct idea of the diva's beautiful singing.

## PRICE CO. IN NEW QUARTERS.

The Price Phonograph Co., of Poughkeepsie,  
 N. Y., removed on March 1 to larger quarters at  
 233 Main street, that city. They now have a  
 very handsome establishment, containing a large  
 exhibition room and five new specially equipped  
 record rooms. Their wholesale department and  
 stock have been enlarged. C. G. Price is in  
 charge of the new store.

The "scheme goods" turned out in the talking  
 machine line cover a tremendous quantity as well  
 as a multitude of sins, according to strict trade  
 ethics. However that may be, the premium ma-  
 chines cut considerable of a figure, but most of  
 the manufacturers stipulate that the goods must  
 be given away and not sold. Their use usually  
 leads up to the purchase of a standard outfit,  
 and in that way they serve a purpose.



## IT PAYS TO BE ATTENTIVE.

Salesman Closes Big Order for Machine and Records by Trying Over Records for a Visitor—When an Annoyance.

"A fat old gentlemau w.th a prosperous look about him recently came into my store, sat down and took a well-filled wallet out of his pocket, and extracted therefrom a list of records," said a downtown retailer to 'The World' recently. "Scenting a good sale, I played record after record for him, laying them in a heap as he gave an approving smile after each one was reuderred. When he got to the end of the list he gave me a particularly sweet smile, arose and left without a word of explanation. I was rather chagrined and made up my mind that he had played me for all I was worth. To my great surprise, a day or two later he walked in again, accompanied by a footmau in livery, and said, 'You can wrap up those records that I selected the other day, also the machiue you played them upon,' aud laid down a bill of three figures. His footman removed them to the carriage in perfect silence, and after receiving his change, walked out without even taking a receipt. The whole transaction so paralyzed me that I never got his name, and up to the present time I have been unable to learn the identity of my mysterious customer. You would be surprised to see the number of people, particularly of the gentler sex, who come in and request to hear records they have not the slightest idea of purchasing, even when they do not own a machine. They are tired of tramping about the stores, and in order to be amused while they take a rest, pay me a call, and then, after taking up an hour of time, go out without even as much as a word of thanks. If I suggest that they purchase some of the records they either have so many bundles that they cannot carry them, or they have run short of change. This class of shoppers is becoming a nuisance, and I hope some dealer similarly afflicted will suggest a remedy."

## NEW CATALOGUE OF WIRE RACKS.

The Syracuse Wire Works, of Syracuse, N. Y., will have ready for distribution this week their latest catalogue No. 111, devoted to "The Heise System" of wire racks for all styles of talking machine records. This catalogue illustrates all the various styles and will give net prices to all except talking machine jobbers. Like all the literature issued by this house the catalogue will be handsomely gotten up and carefully edited, and will prove of great interest to dealers desirous of adding to the equipment of their stores.

The Siegel-Cooper Co., one of the largest department stores in this city, have opened an automatic department in connection with the talking machines. They are for the use of their patrons. Here is a hint to dealers and manufacturers of these devices.

## SOME RECENT MUSIC.

## New List of Perforated Rolls for Peerless Coin-Operated Pianos.

- For March-April, 1906.  
For Style "D" (Full Sized Piano).
- 5192—1. Collisenn Grand March....Chas. Balmer.  
2. The Prize Winner—March....Chas. Balmer.  
3. Our Steady—Two-step....Chas. Balmer.  
4. Parade of the Gnats—March....C. Balmer.  
5. Enright—March....Chas. Balmer.\$3.75
- 5193—1. Somebody's Sweetheart I Want to Be—Song....Cohh & Edwards.  
2. Lazy Moon—Song....Cole & Johnson.  
3. In a Little Canoe With You—Song....Leo Edwards.  
4. The Good, Kind, Jolly Man—Song....Mannell Klein.  
(From "A Society Circus"—Hippodrome.)  
5. Moon Dear—Song....Manuel Klein. 3.75  
(From "A Society Circus"—Hippodrome.)
- 5194—1. Wideawake—March....C. H. Young.  
2. Whoa, Maud—A Rag Two-step.W.H.Etter.  
3. Policy Pete—Cake Walk...W. P. Johnson.  
4. The Candy Girl—Another Two-step....Thos. V. White.  
5. The Whistler and His Dog—Caprice....Arthur Pryor. 3.75
- 5195—1. Fastidious William—March....C. H. Tiers.  
2. The Gentleman from Indiana—March....O. Boecher.  
3. The Gray Champion—March....T. H. Rollinson.  
4. Captain Cupid—Patrol D'Amour....J. W. Bratton.  
5. Going Home—March....Benj. Richmond. 3.75
- 5196—1. Dear, Old Dixie Land—Song....Jerome & Schwartz.  
2. My Name is Morgan, But It Ain't—J. P.—Song....H. K. Mohr.  
3. What's the Use of Knocking When a Man is Down—Song. Bryan & Edwards.  
4. It's Allus de Same in Dixie—Song....W. M. Cook.  
5. Cheyenne—Song. Williams & Van Alstyne. 3.75  
(Shy-Ann.)
- 5197—1. Calico Rag....Lee B. Grabbe.  
2. The Juggler—March....Geo. Rosey.  
3. Musical Zig-Zag—A Rag....O. J. Goehner.  
4. Gaelic March....John H. Fuchsins.  
5. Feather Queen—Intermezzo.M. McKinley. 3.75
- 5198—1. You're the Best Little Queen in the Pack—Waltz....Will R. Anderson.  
2. I've Sweethearts in Every Port—Waltz—Song....L. W. Keith.  
3. My Girl—Waltz Song....Lyn Udall.  
4. I Want a Man Made to Order for Me—Song....Nat. D. Mann.  
5. The Honeybees' Honeymoon—Song....Dave Reed, Jr. 3.75
- 5199—1. Ho! For the Briny Deep—Song.E.R.Hall.  
2. Ont in the Moonshine—Waltz Song....S. Howard.  
3. Maggie, You've Magnetized Me—Song....M. W. Clark.  
4. I'm Getting Sleepy—Song.Joe Hollander.  
5. Just a Little Rocking Chair and You—Theo. Morse. 3.75
- 5200—1. In a Hammock Built for Two—Song....H. von Tilzer.  
2. Lily White—Song....J. W. Bratton.  
(From "The Pearl and the Pumpkin.")  
3. Honeymoon Hall—Song....J. W. Bratton.  
(From "The Pearl and the Pumpkin.")  
4. L-A-Z-Y Spells Lazy—Song....Warfel & Wallace.  
5. Water, Waltz-Song....Erowne & Bell. 3.75

## MUSIC FOR STYLE 44 NOTE PEERLESS.

- 6140—1. I'm Getting Sleepy—Song. Joe Hollander.  
2. Just a Little Rocking Chair and You—Song....Theo. Morse.  
3. In a Hammock Built for Two—Song....H. von Tilzer.  
4. Lily White—Song....J. W. Bratton.  
(From "The Pearl and the Pumpkin.")  
5. I Don't See Your Name Stamped on Any Cigars—Song....Samuel Peyser.\$3.75
- 6141—1. Moon Dear—Song....Manuel Klein.  
(From "Society Circus.")  
2. The Good, Kind, Jolly Man—Song....Manuel Klein.  
(From "Society Circus.")  
3. In a Little Canoe With You—Song....Leo Edwards.  
4. Lazy Moon—Song....Cole & Johnson.  
5. Somebody's Sweetheart I Want to Be—Song....Cohh & Edwards. 3.75
- 6142—1. The Whistler and His Dog—Caprice....Arthur Pryor.  
2. The Candy Girl—Another Two-step....Thos. V. White.  
3. Policy Pete—Cake Walk...W. P. Johnson.  
4. Whoa Maud—A Rag Two-step.W.H.Etter.  
5. Wideawake—March....C. H. Young. 3.75
- 6143—1. Steinie—A Dutch Singing Business....F. Moss.

2. Maggie, You've Magnetized Me—Song....M. W. Clark.  
3. The Honeybees' Honeymoon—Song....Dave Reed, Jr.  
4. Ho! For the Briny Deep—Song.E.R.Hall.  
5. Ont in the Moonshine—Waltz-song....S. Howard. 3.75
- 6144—1. My Girl—Waltz-song....Lyn Udall.  
2. When America is Captured by the Japs—Song....J. W. Bratton.  
3. I Want a Man Made to Order for Me—Song....Nat. D. Mann.  
4. You're the Best Little Queen in the Pack—Song....Will R. Anderson.  
5. I've Sweethearts in Every Port—Song....L. W. Keith. 3.75
- 6145—1. Going Home—March....Benj. Richmond.  
2. Captain Cupid—Patrol D'Amour....J. W. Bratton.  
3. The Gray Champion—March....T. H. Rollinson.  
4. The Crimson—March....P. H. Daggert.  
5. Fastidious William—March....C. H. Tiers. 3.75
- 6146—1. Gaelic—March....J. H. Fuchsins.  
2. Yosemite—March....Elmer Allen.  
3. Old Glory—March....Jerome Hartman.  
4. The Field Bnglers—March....Geo. H. Bramhall.  
5. The Fairest of the Fair—March....F. W. Bent. 3.75
- 6147—1. Cheyenne—Song. Williams & Van Alstyne.  
(Shy-Ann)  
2. It's Allus de Same in Dixie—Song....W. M. Cook.  
3. What's the Use of Knocking When a Man is Down—Song.Bryan & Edwards.  
4. My Name is Morgan, but it Ain't—J. P.—Song....H. K. Mohr.  
5. Dear Old Dixie Land—Song....Jerome & Schwartz. 3.75
- 6148—1. My Little Chauffeur—Song....R. H. Bowers.  
(From "The Vanderbilt Cup.")  
2. Good Bye, Sweet Maggie Doyle—Song....Jerome & Schwartz.  
(From "The White Cat.")  
3. Niggah Loves His Possum—Song....Paul Dresser.  
4. What Has the Night Time to do with the Girl—Waltz-song....Jerome & Schwartz.  
5. He's Nobody's Friend, Not Even His Own—Song....Browning & Mullen. 3.75
- 6149—1. My Afro-Mexican Queen—Song....Sidney L. Perrin.  
2. Cross Your Heart—Song....Hough, Adams & Dunlap.  
(From "The Umpire.")  
3. You Look Awful Good to Father—Hough, Adams & Howard.  
(From "The Umpire.")  
4. Robinson Crusoe's Isle—Song.B.H. Burt.  
(From "Moonshine.")  
5. I've Such a Funny Feeling When I Look at You—Song....Helan & Penn. 3.75
- 6150—1. Feather Queen—Indian Intermezzo....Mabel McKinley.  
2. The Darkies Mardi Gras—Ragtime March and Two-step...Theo. Wenzlik.  
3. My Ideal—March-Two-step....J. Arnold.  
4. Blood Lilies—A Japanese Two-step....Arthur Pryor.  
5. The Land of Romance—Serenato....Karl Hoschna. 3.75

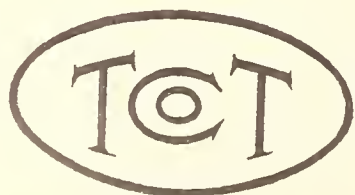
## "CLEAPOL" JUST THE THING.

The trade will be interested in the announcement of the Cleapol Co., Newark, N. J., which appears elsewhere in The World. Their specialty is absolutely unequalled for keeping talking machine stock in a bright, salable condition, and, moreover, will be found most profitable to handle by reason of the satisfaction which it will give patrons. This article, which was recently perfected by T. L. Gooday, the well-known talking machine man, is a chamois skin which has been put through several processes, making it an ideal metal and glass cleaner and polisher. It has been appropriately named. The Cleapol Co. are prepared to mail samples to dealers and jobbers who will find it a money maker.

The capital stock of the Talkophone Co. is to be increased from \$500,000 to \$1,000,000, \$250,000 of the increase to be used in enlarging the plant now located on Central avenue.

## THE TEA TRAY COMPANY OF NEWARK, N. J.

THE PIONEER MANUFACTURERS OF  
**Amplifying Horns**



Mulberry and Murray Streets,  
NEWARK, N. J.



## OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines  
Shipped Abroad from the Port of New  
York for the Past Month.

(Special to The Talking Machine World.)

Washington, D. C., March 7, 1906.  
Manufacturers and dealers in talking machines

will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

FEB. 12.

Amsterdam, 6 pkgs., \$180; Bahia, 19 pkgs., \$1,005; Berlin, 188 pkgs., \$3,734; Bombay, 156 pkgs., \$3,185; Brussels, 104 pkgs., \$690; Buenos Ayres, 26 pkgs., \$485; Cape Town, 5 pkgs., \$113; Callao, 6 pkgs., \$136; Copenhagen, 20 pkgs.,

\$323; Glasgow, 21 pkgs., \$874; Havana, 4 pkgs., \$186; 2 pkgs., \$189; 3 pkgs., \$111; Limon, 6 pkgs., \$118; London, 7 pkgs., \$9,520; 1,002 pkgs., \$10,685; Maracaibo, 5 pkgs., \$154; Mollendo, 8 pkgs., \$246; Nuevitas, 14 pkgs., \$177; Santiago, 11 pkgs., \$309; Vienna, 27 pkgs., \$1,301; 19 pkgs., \$570.

FEB. 19.

Berlin, 213 pkgs., \$2,489; Bombay, 15 pkgs., \$256; Brussels, 50 pkgs., \$260; Buenos Ayres, 8 pkgs., \$110; Callao, 2 pkgs., \$102; Cape Town, 14 pkgs., \$318; Glasgow, 10 pkgs., \$394; Hamburg, 9 pkgs., \$140; Havana, 40 pkgs., \$881; 23 pkgs., \$1,099; Havre, 9 pkgs., \$122; London, 9 pkgs., \$146; 25 pkgs., \$1,999; 873 pkgs., \$7,004; Manila, 6 pkgs., \$250; Santos, 5 pkgs., \$360; Valparaiso, 95 pkgs., \$5,784; Vera Cruz, 17 pkgs., \$506; Vienna, 18 pkgs., \$499; Yokohama, 76 pkgs., \$4,878.

FEB. 26.

Berlin, 85 pkgs., \$457; Brussels, 51 pkgs., \$260; Buenos Ayres, 18 pkgs., \$220; Cienfuegos, 11 pkgs., \$16; Colon, 7 pkgs., \$305; Copenhagen, 9 pkgs., \$123; Havana, 12 pkgs., \$250; 26 pkgs., \$1,523; Havre, 9 pkgs., \$394; Iquitos, 7 pkgs., \$123; La Guayra, 7 pkgs., \$169; Limon, 12 pkgs., \$427; Lisbon, 1 pkg., \$100; London, 82 pkgs., \$6,201; 19 pkgs., \$407; Melbourne, 14 pkgs., \$328; Milan, 9 pkgs., \$300; Para, 9 pkgs., \$567; Port au Prince, 5 pkgs., \$148; Santiago, 13 pkgs., \$561; Vera Cruz, 10 pkgs., \$122; Vienna, 21 pkgs., \$429.

MARCH 5.

Berlin, 175 pkgs., \$1,355; Bombay, 22 pkgs., \$404; Brussels, 153 pkgs., \$2,109; Buenaventura, 6 pkgs., \$139; Buenos Ayres, 4 pkgs., \$162; 19 pkgs., \$2,796; Guayaquil, 4 pkgs., \$151; Havana, 11 pkgs., \$1,131; 79 pkgs., \$1,037; Havre, 10 pkgs., \$187; Hong Kong, 5 pkgs., \$186; Kingston, 4 pkgs., \$199; London, 974 pkgs., \$9,047; 1 pkg., \$734; 23 pkgs., \$1,359; Para, 9 pkgs., \$553; Shanghai, 16 pkgs., \$492; Vienna, 25 pkgs., \$1,050.

## "POINTERS" ON TRADE BUILDING.

Show Windows Are Money Makers When Utilized by Brainy Men—How New Records Are Made—Familiarity With Stock Another Essential—Suggestion as to Line That Will Prove Popular.

A successful talking machine dealer in New York preaches for the benefit of the trade who complain of dull business and small sales in the following manner: "Next to having a good stock of machines and records is the proper display of them. I make it a rule to entirely change my show windows at least once a week, and usually twice. In arranging a display, I make it a point to have a central feature which will always attract attention, and am always on the lookout for any novel attraction. A short time ago I secured a hen with a determination to hatch out doorknobs, and place her in a nest made in a flower horn, and underneath placed the inscription, "Making a new record." She stood the gaze of a curious public for a day or two, but that was sufficient—the public looked at everything in the window. The window trimmed with a sylvan effect, and two white rabbits moving among the talking machines, was also productive of a crowd. Well-worded signs, pertinent to some particular feature, are also invaluable. No man can succeed in selling talking machines who is not familiar with his stock. I play for my own benefit every record I receive at least twice, and note down those that I consider likely to be the best sellers, and which have the greatest artistic merit. I advise dealers who are just starting in to carry both cylinder and disc machines. You can never tell from the neighborhood what you will sell. My best customers for Red Seal records are Italian laborers, who save and deprive themselves of pleasures in order that they may hear the best music in their native tongue."

Learnard & Lindemann, the well-known piano dealers of Albuquerque, N. M., report an increasing trade in Victor talking machines.

# Everybody wants them!

# SOFTERTONE

# Needles & attachments



FOR VICTOR EXHIBITION AND CONCERT,  
COLUMBIA, AND ZONOPHONE SOUND BOXES

SOFTERTONE NEEDLES reduce the volume and bring out every detail and shade of tone in the Record

## Play Six Records

SOFTERTONE NEEDLES may be played on the same or different Records at least six times without injury to the Record—in fact, a Record will last three times as long when a Softertone Needle is used.

**IMPORTANT:** When ordering mention Name and Style of your Sound Box

The attachment for the Victor Exhibition Sound-Box also fits the Columbia and Zonophone Sound-Boxes. Price, Softertone Needles, in packages of 200, 25 cents. Price, Softertone Attachments, each 25 cents. Dealers' discount same as they are receiving on Victor machines.

FOR SALE BY **LYON & HEALY** CHICAGO

**Mr. Dealer:**

If you want always to get  
the goods, send your orders to  
a house of exclusive

**Victor Jobbers.**

**STANLEY & PEARSALL,**

541 Fifth Avenue, N. Y.

**BETTINI PHONOGRAPH CO.**

LIMITED

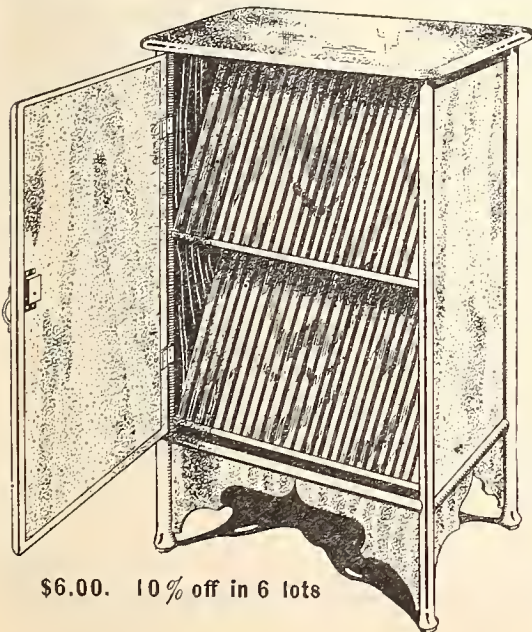
THE MOST CENTRALLY LOCATED  
JOBBER OF

**All Phonographs, Supplies and  
Accessories.**

156 West 23d St., Adjoining 6th Ave., NEW YORK  
Telephone, 3173 Chelsea.

NOTE THE FOLLOWING STORES:

J. DIEHM, 490 Myrtle Ave., Brooklyn.  
F. A. BAKER, 1080 Bedford Ave., Brooklyn.  
SOL LAZARUS, 1058 First Ave. and 1428 First Ave., New York City.  
J. J. DOYLE, 152 Montgomery St., Jersey City.  
WARNER & SETTANNI, 1372 Broadway, Brooklyn.  
F. G. LOEFFLER, 245 Bergenline Ave., Union Hill, N. J.; also 370 Central Ave., Jersey City, N. J.  
B. G. WARNER, 117 Court St., and 1213 Bedford Ave., Brooklyn.  
P. SETTANNI, 1836 Fulton St., Brooklyn.



\$6.00. 10% off in 6 lots



With the Makers, Sellers and Users of Automatic Specialties

A retrospective glance over the past year's business brings forcibly to light the marvelous advance in the slot machine industry. Everywhere is manifested this healthful condition of affairs and manufacturers and consumers are justified in their optimistic outlook for the coming year. Just at present, however, it is a case of "hands up" all round on account of the congested condition of the raw material market. Metal seems to be the leader in this general tie up, as the foundries, though working night and day, are fully six months behindhand in the delivery of orders, and new machines, many of them marvels of mechanical construction, due long since on the market, are still unfinished in the factories.

One of the largest manufacturers, while discussing trade conditions with The World recently, predicted an unprecedentedly brilliant business for 1906. "Never before," said the gentleman, "has this business been on so firm a basis as at the present day. The incessant demand for machines of all types keeps the office and factory force constantly on the jump in an almost futile effort to keep pace with the orders. The general trend of this demand seems to veer toward higher class productions, which, of course, means more money for all parties concerned."

For some time past—in fact, since the early days of the automatic business in this country—it has been the custom of many companies to sell outright certain specified territories, many of these contracts being made with such ironbound restrictions as to absolutely subjugate these companies to such an extent that they were forced, after a short time, to desist operations. In this industry few machines, excepting the piano, harp, music box, talking machine, mutoscope and

weighing devices, can be operated on one section for more than a year at a time, as there is no changing feature, hence the novelty for the public wears off, and with it profit disappears. Not only does a company limit itself to restricted territory under such conditions, but each organization which has bought agencies, is more or less antagonistic toward its neighbor, and concerted action by the whole, to push the machines into popularity is next to impossible, as the contracts prohibit advertising in such trade journals as would reach their trade and advance their interests, with the prospect of snits being brought on grounds of encroachment.

Many of the largest corporations that fell under this bane, from one cause or another, are at present putting forth all their energies toward regaining absolute control of the situation. This difficulty overcome, manufacturers will have a clear and broad field before them, with assured progress, such as now is not dreamed of.

The automatic parlor business is taking on broad proportions, as men of means are taking hold of the tiller, realizing the immense profit derived from the operating of these emporiums of music. While it must be admitted that the newest of these arcades are everything that brains and a lavish expenditure of money can accomplish, there are many in the business who pay too little attention to small details. And after all these are the things, which taken as a whole, give a general harmonious and inviting effect to an establishment or the reverse. Managers should always keep before them the necessity of having things in shipshape condition. The automatic piano which appears in most of the arcades as a center of attraction and crowd

drawer, should not be neglected and left to get out of tune, as many are. It is true these instruments are put through a terrible grind, being kept busy pounding away day and night, but a little care will eliminate most of this trouble, and what a difference!

Floors should be kept clean, and it is well to see that too many machines do not bear the little card, "Out of order." A sheet music department is fast becoming recognized as one of the paying branches of this business, and proprietors will find that a small space allotted to this line will not be unprofitable, a pianist and if possible a salesman with a good voice, will do much toward pushing things along.

SOME NEW ATTRACTIONS.

To the Caille Bros., of Detroit, Mich., falls the credit of placing on the market many of the best money-makers now in use. One of the newest is the "Bird-o-Phone." By dropping a coin in the machine a most beautiful woodland scene is shown, with natural vines and shrubbery, the early morning sunlight making the dew on the rocks and leaves glisten like diamonds. Two beautiful birds appear and give their early morning greeting by warbling the popular airs of the day, moving their heads, tails and bodies in the most natural manner. This scene is most pleasing to the eye, and the music of the birds is harmonious enough to suit the most critical. Their post card and "Auto Muto," or picture machines, are also great attractions.

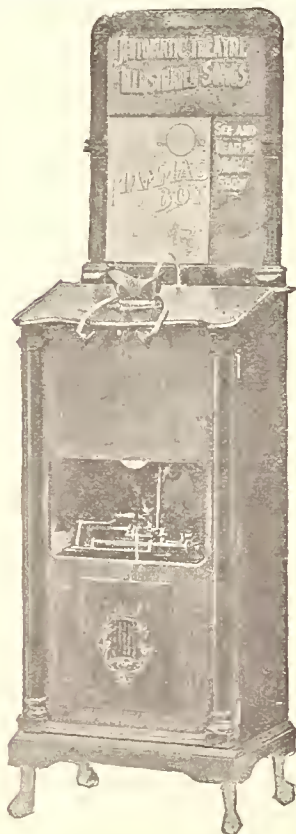
Target shooting has and always will possess a strong attraction for all ages and both sexes. The crack shot pistol, a new coin-controlled de-

The AUTOMATIC MARVEL OF THE AGE!

THE ROSENFIELD ILLUSTRATED SONG MACHINE, COIN OPERATED (for Arcades, Cafes and all Public Places)

¶ No storage Battery Necessary; operated by simply connecting them to any Electric Lighting Circuit, direct or alternating. ¶ Fluctuations in voltage positively do not affect the speed, as in other direct current machines. ¶ Over 2,000 of our talking machines now in use. ¶ Here are a few of the Penny Arcades or parlors entirely equipped with them. Drop into the nearest and satisfy yourself that our machines do the business.

ILLUSTRATED SONG MACHINE.  
All songs beautifully illustrated.  
Greatest money-maker ever placed  
on the market.



We Make a Complete Line  
of Slot Machines.

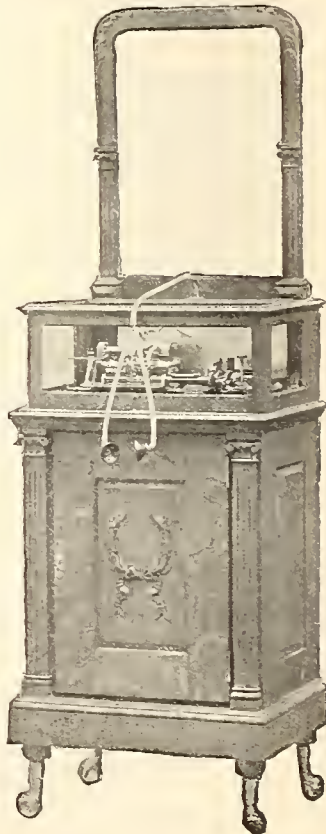
MACHINES OPERATED ON DIRECT CURRENT.

	Machines.
HARRY DAVIS, Grand Opera House, Pittsburgh.....	150
WELLS AMUSEMENT CO., Nashville, Tenn.....	35
WELLS AMUSEMENT CO., Richmond, Va.....	25
WELLS AMUSEMENT CO., Roanoke, Va.....	15
WELLS AMUSEMENT CO., Norfolk, Va.....	25
AUTOMATIC VAUDEVILLE CO., 48 East 14th St., New York.....	50
AUTOMATIC VAUDEVILLE CO., 1221 Market St., Philadelphia.....	25
RUDOLPH WAGNER, 261 Main St., Buffalo, N. Y.....	25
RUDOLPH WAGNER, St. Louis, Mo.....	15
FAIRYLAND AMUSEMENT CO., 634 Washington St., Boston, Mass.....	50
CENTRAL AMUSEMENT CO., Des Moines, Iowa.....	15
HAVANA BREWERY PARK, Havana, Cuba.....	15
FISCHLOWITZ, HIRSCH & HARRIS, 314 Bowery, New York City.....	35
LUNA PARK, Cleveland Ohio.....	10
LUNA PARK, Pittsburgh, Pa.....	20
INGERSOLL'S CONSTRUCTION CO., 307 Fourth Ave., Pittsburgh.....	50
MIDLAND MACHINE CO., 178 State St., Chicago, Ill.....	20
DECOMO AMUSEMENT CO., 169 E. 125th St., New York City.....	42
PEOPLES VAUDEVILLE CO., 172 West 23d St., New York City.....	20
PEOPLES VAUDEVILLE CO., 2172 Third Ave., New York City.....	20
PEOPLES VAUDEVILLE CO., 125th St. and Lenox Ave., New York City.....	50
SURPRISE VAUDEVILLE CO., 142 E. 14th St., New York City.....	50
THE AUDITORIUM, 1259 Broadway, New York City.....	30
SCHAEFER & CO., 310 State St., Chicago, Ill.....	20
H. FICHTENBERG, 711 Canal St., New Orleans, La.....	45
ROY MAUCAIS, 769 Market St., San Francisco, Cal.....	30
WM. F. BOOGAR, 938 Market St., Philadelphia, Pa.....	25
HARRY TEMPERLY, 340 South Spring St., Los Angeles, Cal.....	22
J. VALENSI, 529 6th Ave., New York City.....	10
J. VALENSI, 407 Sixth Ave., New York City.....	10
J. VALENSI, 143 Park Row, New York City.....	10
M. ZUSTOVICH, 340 State St., Chicago, Ill.....	15
GEO. BALSDON, Fifth Ave., Pittsburgh, Pa.....	30
WHITE CITY PARK, Chicago, Ill.....	50

MACHINES OPERATED BY ALTERNATING CURRENT.

	Machines.
PEOPLES VAUDEVILLE CO., 2781 Third Ave., New York City.....	40
MAGUIRE & PHILLIPS, 218 Main St., Dallas, Tex.....	10
UNION NOVELTY CO., 311 River St., Troy, N. Y.....	20
DIAMOND NOVELTY CO., Syracuse, N. Y.....	20
DIAMOND NOVELTY CO., Schenectady, N. Y.....	30
LENTZ & WILLIAMS, 1418 Farnum St., Omaha, Neb.....	10
AMERICAN ARCADES CO., 175 St. Lawrence St., Montreal, Can.....	50
AMERICAN ARCADES CO., 58 1/2 St. Joseph St., Quebec, Can.....	30
GEO. W. BENNETT, 802 Penn St., Reading, Pa.....	10
C. B. CASCAMBAS, 109 Thames St., Newport, R. I.....	10
W. W. COLE, Omaha, Neb.....	10
"ELECTRIC PARK," Newark, N. J.....	10
WEISS & WEINBERGER, 1615 Boardwalk, Atlantic City, N. J.....	20
GEO. W. BENNETT, 219 East Federal St., Youngstown, O.....	15
REESE & WILLIAMS, 54 East Main St., Plymouth, Pa.....	10

OUR 1906 MODEL  
Talking Machine with Colonial  
Style Cabinet.



ROSENFIELD MANUFACTURING COMPANY, 591 Hudson St., New York City.

WRITE  
FOR CATALOGUE.



# The TONOPHONE Automatic PIANO

With Nickel-in-Slot Attachment

## GREATEST MONEY-MAKER ON EARTH

For Hotels, Cafes, Drug Stores and Resorts of all kinds, its earning capacity having no Equal. It is also a great attraction and business stimulator. Dealers will find it very profitable to handle the TONOPHONE.

**THE "TONOPHONE"** has stood the test of time and is to-day acknowledged by all (even our competitors) **THE KING OF ELECTRIC PIANOS.**

*The*  
**Tonophone**

*Has many points  
of superiority.*

By our Exchange  
Plan you can ex-  
change Cylinders  
for

**\$5.00**

10 tunes, 50c. each

This gives you an op-  
portunity to have the  
latest music at a  
small cost.



*The*  
**Tonophone**

is an entirely new instru-  
ment, and has only lately  
been perfected. It plays  
ten tunes automatically  
with expression. Any num-  
ber of new tunes can be  
produced at small cost.  
The cases are finely fin-  
ished. Mahogany or Oak  
veneered. In ordering, al-  
ways state what kind of  
electric current you have;  
if it is direct current, state  
the number of volts, if it  
is alternating current state  
volts, number of cycles and  
number of alternations.

*Complete list of  
Tunes mailed  
upon request.*

**T**HE "TONOPHONE" is the only Automatic Piano which has an almost indestructible cylinder with 10 tunes. This cylinder gives the "Tonophone" many advantages over all other Automatic Pianos, most important of which are the following:

**Any One of the 10 Tunes can be Played at Any Time**

**Any Tune can be Repeated as Often as Desired**

There is on the outside of the case a dial, with arrow and handle attached, numbered from 1 to 10, representing the number of tunes on cylinder. By turning handle you set cylinder to play tune the arrow may point to. The "Tonophone" is the only Automatic Piano where any one of the tunes can be played at any time. It is fitted with device whereby each tune is played twice for one nickel.

An important and invaluable point of advantage about the "Tonophone" is that it is so constructed that the cylinders are interchangeable, permitting, where it can be agreeably arranged, for an exchange of cylinders.

The "Tonophone" is operated by an electric motor which is set in motion by a nickel, which is received by nickel-in-slot attachment. This attachment is covered by "Letters Patent," and is designed and so constructed that it throws out and refuses to take and keep any spurious coins, in this way giving absolute protection against iron washers, etc.

The earning capacity of the "Tonophone" has no equal and no limit. It has taken in as much as \$50.00 per week. It requires no attention, consequently is *par excellence* a money-maker of the best kind. For public and private places, and resorts of every description, there is at this time nothing better on the market. It is attractive and a novelty; the music being perfect piano music, makes it captivating and fascinating.

EXCLUSIVE AGENCY GIVEN IN UNOCCUPIED TERRITORY. WRITE AT ONCE

**THE RUDOLPH WURLITZER CO., Manufacturers**

CINCINNATI

CHICAGO









The PEERLESS Coin Operated Pianos are different from all others in six different, distinct, good ways.

Each one of these ways is a conclusive reason why you should use the PEERLESS Coin Operated Pianos.

## Six Reasons

Some good territory still available.

Interesting literature sent upon request.

Highest Award and Gold Medals.

Buffalo, 1901.

St. Louis, 1904.

Portland, 1905.



STYLE D.

THESE  
SIX REASONS  
explained in next issue  
of this Paper.



STYLE 44.

# ROTH & ENGELHARDT

(Props. Peerless Piano Player Co.)

WINDSOR ARCADE

FIFTH AVENUE

NEW YORK





# THE PUBLIC WANT EDISON GOODS

We hear nothing but praise of Edison goods from dealers. We receive complimentary letters from them daily. Here is one of them:

Gentlemen:—"We never took hold of a new line that took with the public like Edison goods. Our business is top-notch, taking orders every day.  
Very truly yours,  
\*\*\*\*\*"

Name and address will be furnished upon application.

Edison goods are far superior in clearness and quality of tone to other makes and invariably win approval. Then again, our extensive advertising throughout the year tells the public of the fine qualities and latest improvements in Edison goods. Mr. Edison is continually giving his attention to the Edison Phonograph and improving it. Why not handle a popular line? There is money in Edison goods. You make 66  $\frac{2}{3}$  % profit on every dollar invested in Edison goods. Prices are strictly maintained. Write to-day to your nearest Jobber or to us for full information.

**National Phonograph Co.,** 59 LAKESIDE AVE  
ORANGE, N. J.

31 Union Square, New York

304 Wabash Avenue, Chicago, Ill.

## FOLLOWING ARE THE JOBBERS IN EDISON GOODS IN THE UNITED STATES AND CANADA.

Albany, N. Y.—Finch & Hahn.	Fitchburg, Mass.—Iver Johnson Sporting Goods Co.	Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood & Co.	Quincy, Ill.—Quincy Phonograph Co.
Allegheny, Pa.—Henry Braun.	Fort Dodge, Iowa—Early Music House.	New Haven—Pardee-Ellenberger Co.	Reading, Pa.—Reading Phonograph Co.
Allentown, Pa.—G. C. Aschbach.	Fort Worth, Texas—Cummings, Shepherd & Co.	New York City—Bettini Phonograph Co., Blackman Talking Machine Co., J. F. Blackman & Son, Sol Bloom, I. Davega, Jr., S. B. Davega, Douglas Phonograph Co., H. S. Gordon, Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker, Alfred Weiss.	Richmond—Magruder & Co.
Astoria, N. Y.—John Rose.	Gloversville, N. Y.—American Phono. Co.	New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.	Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.	Harrisburg—S. K. Hamburger.	Omaha—Omaha Bicycle Co., Neb. Cycle Co.	San Antonio, Tex.—H. C. Rees Optical Co.
Baltimore—E. F. Droop & Sons Co.	Helena, Mont.—Frank Buser.	Oswego, N. Y.—Frank E. Bolway.	San Francisco—Peter Bacigalupi.
Bangor, Me.—S. L. Crosby Co.	Houston—Texas Phono. Co.	Paterson, N. J.—James K. O'Dea.	Savannah, Ga.—George R. Youmans.
Birmingham—The Talking Machine Co.	Hoboken, N. J.—Eclipse Phonograph Co.	Pawtucket—Pawtucket Furniture Co.	Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Boston—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Sptg. Gds. Co., C. E. Osgood Co., Read & Read.	Indianapolis—Indiana Phono. Co., Kipp Bros. Co., A. B. Wahl & Co.	Peoria, Ill.—Peoria Phonograph Co.	Scranton—Ackerman & Co., Technical Supply Co.
Brooklyn—A. D. Matthews' Sons, Price Phono. Co.	Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co.	Philadelphia—C. J. Heppe & Son, Lit Bros., Penn. Phonograph Co., John Wanamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.	Seattle, Wash.—D. S. Johnston Co.
Buffalo—P. A. Powers.	Kingston, N. Y.—Forsyth & Davis.	Philadelphie—C. J. Heppe & Son, Lit Bros., Penn. Phonograph Co., John Wanamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.	Spokane, Wash.—Spokane Phono. Co.
Canton, O.—Klein & Heffelman Co.	Knoxville—Knoxville Typewriter and Phono. Co.	Pittsburg—Theo. F. Bentel Co., Inc., H. Kleber & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Powers & Henry Co.	Springfield, Mass.—Flint & Brickett Co.
Chicago—James I. Lyons, The Vim Co., Montgomery Ward & Co., Rudolph Wur-litzer Co., Babson Bros., Lyon & Healy.	Lafayette, Ind.—A. B. Wahl & Co.	Portland, Me.—W. H. Ross & Son.	St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T. M. Co.
Dallas—Southern Talking Mach. Co.	Lincoln, Neb.—H. E. Sidles Cycle Co.	Portland, Ore.—Graves & Co.	St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Minnesota Phono. Co.
Dayton, O.—Niehaus & Dohse.	Louisville—C. A. Ray.	Sharon, Pa.—W. C. De Forest & Son.	Syracuse—W. D. Andrews.
Denver—Denver Dry Goods Co., Hext Music Co.	Lowell, Mass.—Thos. Wardell.		Toledo—Hayes Music Co.
Des Moines, Ia.—The Vim Co., Hopkiss Bros. Co.	Memphis—F. M. Atwood, O. K. Houck Piano Co.		Toronto—R. S. Williams & Sons Co., Ltd.
Detroit—American Phono. Co., Grinnell Bros.	Milwaukee—McGreal Bros.		Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.
Easton, Pa.—William Werner.	Minneapolis—Thomas C. Hough, Minnesota Phono. Co.		Troy, N. Y.—Finch & Hahn.
Elmira, N. Y.—Elmira Arms Co.	Mobile, Ala.—W. H. Reynolds.		Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.
El Paso, Tex.—W. G. Walz Co.	Montgomery, Ala.—R. L. Penick.		Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.
	Nashville—O. K. Houck Piano Co., Nashville Talk. Mach. Co., Magruder & Co.		Waycross, Ga.—Geo. R. Youmans.
	Newark, N. J.—A. O. Petit, Douglas Phono. Co.		Williamsport, Pa.—W. A. Myers.
	New Bedford, Mass.—Household Furnishing Co.		Winnipeg—R. S. Williams & Sons Co., Ltd.
			Worcester, Mass.—Iver Johnson Sporting Goods Co.



# *The* TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, April 15, 1906.

## **A Tip to Talking** **Machine Men.**

Our business in 44 note and 65 note automatic electric pianos during the past twelve months has

***Quadrupled.***

It's the best argument in the world that the Regal product is not only up-to-date in every respect and has made for us a long list of satisfied dealers and customers, but should also serve as a strong hint to those contemplating the adding of such a line.

Write for prices, terms and territory.

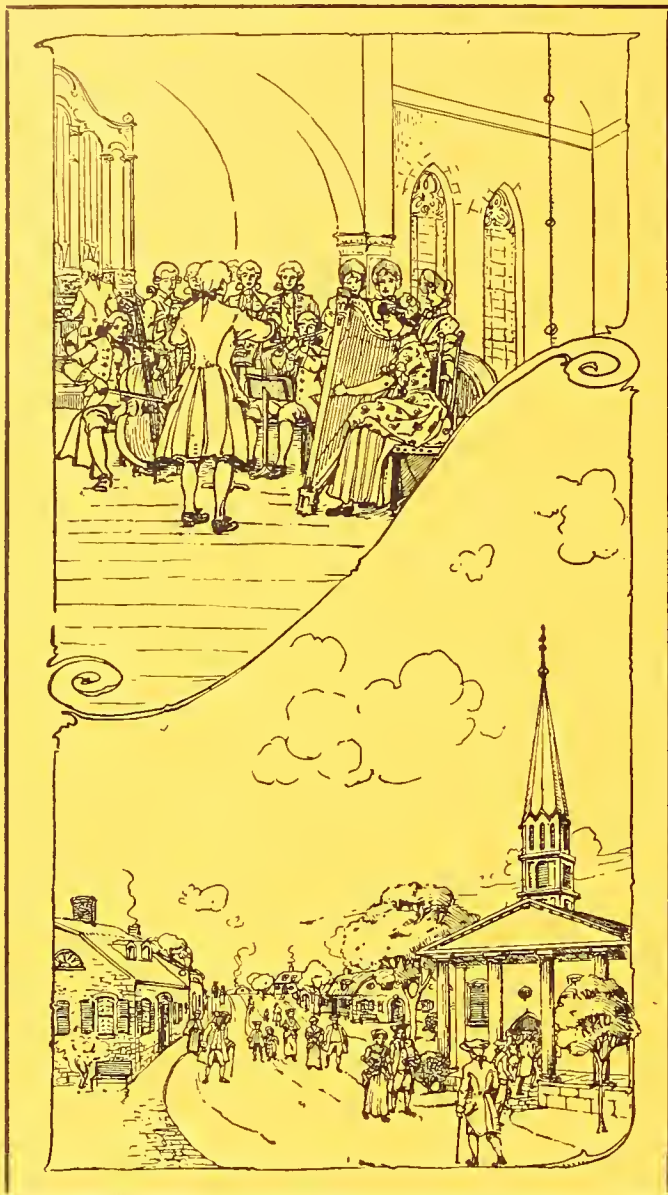
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**REGAL PIANO and PLAYER CO.**

**889-893 SOUTHERN BOULEVARD, - NEW YORK CITY**





## —Worth While— Old Meeting House Days

Catalogue Number 031312.

**A**N orchestra selection of peculiar attraction, consisting of a medley of old-fashioned hymns of one hundred years ago. Reminiscent of a New England Sabbath morning in the old white meeting house when Phœbe and Hester, in poke bonnets and crinoline, sang in the choir beside Jonathan and Joel, with the old school-master leading the orchestra, and Ezekiel Adams, the village blacksmith, playing the bass viol.

How little we know in these modern times of the old New England Sabbath, beginning at sundown Saturday night, when all play ceased, and no work was done except such as was preparatory to getting ready to go to the meeting house in the morning! The best clothes were laid out, and, before putting the children to bed, the mother called the family together to drill them in the shorter catechism. And when Sunday morning came, how quiet it was! The clear sun and blue sky made the dew on the great green elms seem to sparkle brighter than ever. The hammer and anvil were still, and the mill was silent. Only the bees were at work as usual.

In listening to this record it takes but little imagination to see the old sexton tugging at the bell rope, the family groups coming up the village street to the old white meeting house, the high pews with their little doors, the hard wooden seats, the parson in the pulpit under the sounding board, the choir loft, and the young

singers with the orchestra leading the congregation in singing these old hymns.

Musically, this record revives the past like a historical novel. The arrangement of the music is particularly sweet and harmonious, and in one section the bass clarinet, bassoon and flute produce tones like those of the celestial stop on an organ.

### The quality of the **INDIAN RECORD** is the best argument why you should sell it.

10-inch Disc Records	-	60 cents.
7-inch Disc Records	-	35 cents.



### To try them is to buy them.



## AMERICAN RECORD COMPANY,

Hawthorne, Sheble & Prescott, Sales Managers,

Springfield,



Mass.



# The Talking Machine World

Vol. 2. No. 3.

New York, April 15, 1906.

Price Ten Cents

## TRADE NOTES FROM BRAZIL.

**Good Opportunities for American Talking Machine Manufacturers in Brazil Provided the Needs and Tastes of the People Are Respected—Something of the Leading Dealers and Trade Prospects Generally.**

(Special to The Talking Machine World.)

Rio De Janeiro, Brazil, March 15, 1906.

The talking machine business in this city and locality is not as well developed as it might be, and affords great opportunities for enterprising Americans. While dealers throughout Brazil are very fond of using the name of "Edison" as a drawing card, they chiefly exploit the German machines instead of the American. Dealers with whom I have talked in this city complain that American manufacturers of machines and records are not paying particular attention to their trade, and are not supplying the records of songs in the languages desired. For instance, Spanish songs will take well, and so will those of notable singers in Italian, Portuguese and Brazilian. The German manufacturers, notably the makers of the Odeon, have captured a large share of trade by reason of their putting out a strong catalogue of songs in the foregoing languages.

At the present time the disc machine is largely favored in preference to the cylinder on account of its richer and louder tone. Moreover it is claimed by the dealers here that it wears better and gives more general satisfaction.

Fred Figner, who trades under the title of the "Casa Edison," is one of the most important dealers in talking machines in the city. He says there is a big call for handsome cases and that he has sent an American to Germany for the special purpose of having made to his order a number of machines in ornamental designs. This case question seems to be quite a talking point, and it is claimed that American manufacturers can enlarge their market here by having not only the talking machine handled in an enterprising way, but by making it more attractive than the German machines.

One of Fred Figner's best sellers is the Odeon, which he puts out at from \$43 to \$120 in American money. One of the leading dealers here says that the American manufacturers can easily compete with the Germans, and excel them, provided they give attention to this territory. The duty is only 25 per cent.

There are really only three large dealers here; Joao Augusto de Oliveira, who handles the discs of the Victor Talking Machine Co., of Philadelphia, and a large line of German and French machines and records. He has a very attractive store and makes a specialty of Portuguese records.

The Victor talking machines are sold by Guinle & Co., who handle a big line of American specialties.

In addition to his large German line, Fred Figner is the agent in Brazil for the International Talking machine Co., the International Zonophone, of London, and the Universal Talking Machine Co., of New York. He also shows in his catalogue cuts of the Columbia Graphophone, the Edison phonograph in various styles, and a full line of talking machine supplies.

## PHOTOS OF LEADING RECORD SINGERS.

Dealers in talking machines and supplies will be much interested in the advertisement of the Channell Studio of Photography, which appears elsewhere in this issue. There are few dealers who have not demands from their customers for some facts regarding the personalities of the different singers with whom they have become acquainted through the talking machine record. The fact that this concern supplies the trade with photographs of all the noted singers, handsomely and artistically finished, and bearing the singer's autograph, should make these photo-

graphs a decided feature of interest in every store throughout the land. We have had the privilege of inspecting these photographs, and must say that they are certainly most artistic and cannot fail to win a large measure of popularity wherever introduced.

## STEADY INCREASE IN ST. LOUIS.

**Trade Report for the First Three Months Shows Trade Growth of 25 Per Cent.—Columbia Activity—Ramsdell's Report—Other Items.**

(Special to The Talking Machine World.)

St. Louis, Mo., April 9, 1906.

The talking machine trade here during the month of March has been surprisingly good, and these reports are made in the face of the fact that the government weather report for that period shows the month to have been the most severe March we have ever had in this territory. Trade reports for the first quarter in the year show an increase of about 25 per cent. for that period over the same last year, and reports for the surrounding territory are considerably better than this. It can be said without any exaggeration that the talking machine business is booming here, with a very bright future before it.

The Columbia Phonograph Co. is moving this week from its present quarters to 908 Olive street, where they have fitted up a very handsome store, which includes handsome private rooms for customers, where exhibitions will be given. The new store has been arranged in a manner that makes it one of the most complete and attractive in the country. Manager W. C. Fuhri, of this concern, returned from a short trip to New York on Saturday. In a conversation with your correspondent he reported trade for the month of March to have been very good both here and throughout this territory. This company have just opened up a fine new store at 315 Main street, Dallas, Tex., with Robert R. Souders as manager. Mr. Souders has been connected with the St. Louis office for the past nine years. Wm. F. Standke, formerly connected with the St. Louis office of the same concern, has been appointed manager of the Memphis, Tenn., office, succeeding R. P. Bartlett, who goes to Dallas, Tex., as assistant manager.

D. S. Ramsdell, vice-president and general manager of the St. Louis Talking Machine Co., makes very favorable reports on the volume of business transacted by his concern during March and for the first quarter of the year. Mr. Ramsdell has been giving a season of grand opera exhibitions at their store during the past week, and has sent out a number of invitations in this connection. In view of the fact that we have had a season of grand opera here, the time was very opportune for these exhibitions. They have been very much appreciated by the callers at the store, and Mr. Ramsdell feels positive that it will result in creating quite a demand for his machines. Mr. Ramsdell reports the sale of one of his finest machines to the O'Fallon Cuivre Club, of O'Fallon, Ill., composed of prominent citizens of this city.

J. Frank Mahret, sales manager of the St. Louis Talking Machine Co., who was taken sick while on a trip early in the month of March, and confined at a hospital here for several weeks, is out of the hospital and slowly recuperating.

The Talking Machine Co., 923 Olive street, and the Western Talking Machine Co., 925 Olive street, have both received notice to vacate their respective locations within the next sixty days, as their stores are to be torn down to make room for a new skyscraper. Manager Max Silverstone, of the Talking Machine Co., has secured a fine location at 1010 Olive street, which he will occupy within the next six weeks. The Western Talking Machine Co. have made no announcement as yet regarding their future plans.

T. P. Clancy, manager of the talking machine

department of the Conroy Piano Co., reports a very active trade during March, and that the public is buying the better class of machines. He states that their trade is steadily increasing, and feels very optimistic regarding the future.

The Val A. Reis Music Co., the Thiebes-Stierlin Music Co., and E. B. Walthall, manager of the talking machine department of the O. K. Houck Piano Co., all report trade good with them on talking machines.

## VIRTUES OF THE PRICE AGREEMENT.

**Seen in an Entirely Different and More Favorable Light—Protection to Dealer as Well as Manufacturer Is Insured.**

New or ill-informed talking machine dealers, and even jobbers are wont to question the utility of the agreement exacted by the manufacturing companies owning basic inventions and process patents; in fact, a large percentage do not thoroughly understand the price agreement. Many look upon it as being somewhat dictatorial or as a scheme of the strong manufacturer to coerce the dealer into doing something for the sole gain of the former. This feeling has now almost entirely disappeared, and the reputable dealer now sees the price agreement in an entirely different light and knows by practical demonstration that it is an instrument designed primarily for the good of the dealer, and that he is the greater gainer by its protection. As a matter of fact the manufacturer gets comparatively little benefit, except in so far as it prevents the wholesale cutting of prices which ultimately would destroy the reputation of his product that would otherwise be maintained.

Where is there a person who doubts that a manufacturer now selling his wares under price agreement principles could sell more goods (and get just as much for them wholesale) if he should lay aside the price agreement? And who is the real beneficiary under such a scheme? It must necessarily be the one who sells the article to the retail customer and gets the fair profit that the price agreement guarantees. Where there is no price maintaining agreement covering an article it is most often, if not always, sold by the stores at a reduction in price that the dealer cannot meet. History proves that the price agreement has done more good for the legitimate talking machine dealer than anything else that has ever been discovered since price cutting became popular. Of course the benefit derived from such a measure depends largely, if not wholly, on its rigid maintenance, and it is the wise dealer who sticks to the manufacturer whose agreement affords him the greatest protection.

## RECENT INCORPORATIONS.

The Canadian Multiphone Co., of Hamilton, has received a charter entitling it to manufacture and deal in phonograph multiphones and musical instruments. It is capitalized at \$200,000. The incorporators are: Ebenezer Marshall, John Thomson, Alexander Fraser, Thomas Stewart, marble dealer, and John Mack, druggist, all of Hamilton, Ont.

\* \* \* \*

The United Multiphone Co., of Philadelphia, has been incorporated with the Secretary of the State of Delaware for the purpose of manufacturing, selling and dealing in all kinds of talking machines and supplies with a capital of one million dollars. The parties interested are: Ralph C. Lupton, C. A. Darby and W. L. Missimer.

Wilksburg Phonograph Co., No. 738 Penn avenue, Wilksburg, Pa., wholesale and retail dealers in talking machines, recently moved into a new building especially adapted to their business, carrying a full line of Edison, Columbia and Victor machines, records and supplies.





## Just What All Your Customers Are Looking For!

Sells at once on being heard, with BIG PROFIT TO YOU. Will help you sell more Disc Talking Machines and Records. It will revive the interest of thousands who have given up using them on account of the nuisance of changing the needle after each playing. Reduces the wear on the record and will play at least 500 times without changing.

Made in various tones, to suit all tastes: No. 1, Soft Tone; No. 2, Medium Tone; No. 3, Loud Tone. Retail Price, \$1.00 each. Net Price to Dealers, 50c. each

No. 4, Concert Tone. Retail Price, \$5.00; Net Price to the Dealer, \$2.50.

Send us \$1.00 and we will mail you, postpaid, one sample each of Nos. 1, 2 and 3.

*We furnish Artistic Signs and Literature to all Customers*

### THE SYMPHONIC PHONE-NEEDLE CO.

1907 PARK AVENUE. NEW YORK CITY



## HE DID SOMETHING.

How the Wise Young College Graduate Came to Win Success in the Talking Machine Business—A Story Worth Reading.

Jones and I were sitting at the window of our club one evening, gazing down at the passing throng, when Jack Raymond entered.

"Hello, Taylor; this is a surprise!" he cried. "I really believe I have not set eyes on you since our college days. How are you?" He came forward smiling, with gloved hand outstretched.

I introduced him to my friend Jones, and we were all soon chatting gayly. When men come together they invariably talk shop, and we were no exception to the rule.

"By the way, Jack," I asked during a lull in our conversation, "what are you doing now?"

"My dear boy, I'm in the talking-machine business, and, what's more, I'm making money. Pass one of those cigars this way, will you? Thanks."

He lit the fragrant weed, puffed silently for a moment, then began:

"The governor informed me one morning about a year ago that it was time I was getting busy. 'You are through with college now,' he said, 'and I want you to do something. I don't give a damn

chain. The young lady who has just left, for instance, will, in all probability, give a violet or pink tea this very evening, and while her girl chums are munching Nabisco wafers and drinking Ceylon tea, their charming hostess will play the selections from 'The Sultan of Sulu' on her talking machine for their amusement. Let me picture the scene to you:

"'Oh, that is too perfectly lovely for anything!' exclaims one divine creature between munches 'Why, it sounds better on the machine than it did at the theatre. Where in the world did you get it, Gertrude, dear?'"

"'Why, down at Raymond's, of course.'"

"A dainty pencil is poised gracefully between pink and white fingers, and a note is made of the name and address. I expect that whole tea party down here to-morrow, bent on the elimination of my stock of 'Sulus.'"

Then there is the grand opera. When the famous Caruso or any of the operatic stars are in town I make a window display advertising the fact, using photographs in costume, and stating upon a neatly printed card that the songs rendered by the artists whose pictures appear in the window are in stock. I also send a typewritten letter, carefully worded, to each of the opera-goers—the people who have boxes, you know—and by this method I sell as many as one hundred grand opera records a week. When their price is from two to five dollars each, you can easily see that their sale is profitable."

As he finished speaking a carriage drawn by two high-headed and glossy-coated bays swung up to the curb in front of the store, and a footman descended from the box and assisted a lady to alight. She entered and asked for a record of "Vi ravviso o luoghi ameni," "La Somnambula," by Antonio Scotti.

"Heavens! Taylor," cried Jones, in an awe-struck voice, "that selection must be worth a mint, judging from the name. Let's get out of here and give your friend a chance to do the lady justice."

I took the hint, and with a hurried good-bye

and a "come again soon" from Raymond, we departed.

"Say," said my companion as we reached the street, "I'm going into the talking-machine business."

"I'll think about it myself," I answered.

## TRADE NOTES FROM CINCINNATI, O.

Talking Machine to Accompany Party to the Polar Regions.

(Special to The Talking Machine World.)

Cincinnati, O., April 9, 1906.

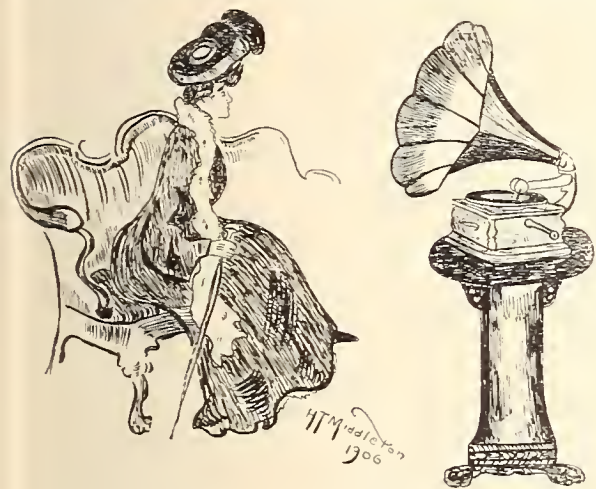
The Columbia Talking Machine Co. are showing a fine line of instruments in highly decorated cases.

Ilsen & Co. are also displaying a line of cabinet instruments in gilded and inlaid cases. April records for all phonographs and talking machines are displayed and on sale.

The R. Wurlitzer Co. has assumed the agency for the Zonophone. Raymond Strief, manager of the talking machine department, finds wholesale demand for Victor and Edison machines and records on the increase. The latest records were a feature of last week's popular concerts and drew an immense crowd.

A high-class Victor instrument was sold to a wealthy Cincinnati man for use on his yacht during a recent bridal trip and will accompany him and his bride to the polar regions this summer on a hunting tour. A number of Victor machines are being sold through the plan known as the "One Man Band," which is the addition of a drum to be used with the machine, and records for dancing and rag time music. Twenty-five of these combinations have been sold locally since they were introduced at a recent concert in the Wurlitzer store.

P. Long, who opened the record making department for the United Hebrew Disc & Cylinder Co., being recognized as an expert in the line, is now in charge of the "masters" at the plant of the Leeds & Catlin Co., Middletown, Conn.



"SHE WAS LISTENING INTENTLY."

what you do, but do something.' Well, I *did* something. I rented a little store down on Baltic avenue in a good residential district, and just around the corner from the Elite Theatre, fitted it up attractively, and made money. Why, gentlemen, actually sometimes I'm *too* busy! I don't keep open nights, either."

"Did you hear that 'too busy,' Jones?" I laughed a little sarcastically. My friend smiled back in polite scepticism.

"That's right, boys, laugh all you want to; you will both be the better for it. It will help digest that lobster cutlet you've eaten. All I ask is that you will honor me with a call in the near future, at which time I will be glad to show you how this apparently impossible thing is accomplished."

He gave us each his card, spoke of an important engagement already overdue, and with a parting handclasp was gone.

The next afternoon found Jones and I entering Jack Raymond's place of business as per his kind invitation of the night before. We found him in earnest conversation with a very stunning young lady.

"I have just been to the matinee performance of 'The Sultan of Sulu,'" we heard her say, "and, seeing your announcement in the window in reference to records of this comic opera, I could not resist coming in. May I hear them, please?"

"Certainly; it will be a pleasure, I assure you," he answered; and soon she was listening intently to a sweet barytone voice rendering with great expression "Since I First Met You."

After she had gone our host informed us that she had purchased several records, and had promised to bring some of her friends down soon for the same purpose.

"I'll tell you," he said, "it works out like this: If you establish yourself in a good neighborhood, make a specialty of keeping in stock the leading selections from the attraction at the nearest theatre, advertise them judiciously, the result will be a great success. It is simply an endless

## PROOF That Double Service Will Increase YOUR Business

E. R. GUTHRIE  
BICYCLES, PHONOGRAPHS

1540 O STREET

International Correspondence Schools,  
Scranton, Pa.

LINCOLN, NEB., Jan. 9, 1906.

Gentlemen:

Replying to yours of 5th inst. regarding my success in selling the I. C. S. Language Outfits will say, there is no other phase of the Phonograph business that has appealed to me as this language system does. The sales are naturally with the more well-to-do people and there is no question of installments to contend with. One can approach the most exclusive people with this language proposition and be sure of a respectful and interested hearing. By exercising a little judgment in selecting the people to be approached with it the dealer will find almost half of them will become good "prospects." The super-sensitive people who have always said they would not have a phonograph in the house fall right into line and enlarge the field for phonograph sales by a large proportion. A "demonstration" for a prospective customer usually consists in playing one record and having a quiet chat. Occasionally one who has already acquired a literary knowledge of a language asks for one of the advanced lessons to be run. Contrast this with playing "rag-time" for an hour for a lot of gigglers who buy one or two records and the dealer who tries it will surely become a devotee to the Language Outfit sales. Nearly every one he shows it to can tell him of some friend who will be interested also.

Yours truly,

E. R. Guthrie.

It has increased other dealers' business from 10 to 30 per cent. } Box 918  
To find out what it will do for your business, write to-day to } Scranton, Pa.



## PRACTICAL SUGGESTIONS AND COMMENTS.

### REGARDING INTRODUCTORY SPEECH.

J. H. Lepper, talking machine dealer of Mason City, Ia., writes as follows: "I would like to hear from talking machine dealers of the United States, through The Talking Machine World, if they favor having the announcements on the records as now used on the Edison and other records? For my part I would much prefer that they cast them out. I always set the reproducer down on the record as nearly the beginning of the record proper as possible, but I am not always able to strike it right, and then it sounds worse than if I had let it play the introduction speech. It seems to me as long as the record has the label on the end, or as, with the disc records, printed in the center, it is sufficient. Let us hear from you and settle this matter."

### ABOUT SPEECH REGULATION.

F. M. Barney, of Elm Creek, Neb., writes The World as follows: "It may be of interest to your readers to learn of my speed method. I have long asked the Edison people to put out a record with a given note on same that might be used in unison to a key pipe to obtain correct speed, and in record No. 9241, 'Dixie Rube,' they have given a standard tone A. I have a tuning reed A. I put said record on my machines (am a dealer) and note difference in tone on record and reed. If the tone A on record is high I lower speed of machine till in unison. This is but an instant's work, and the speed is correct. This gives the natural tone of voices, etc. I do not think much of Edison marks on back of machine for speed regulation; it takes forever, and is not perfect."

### TO MAKE MACHINES LOUDER.

"To your readers who would like to make their machines louder, I give the following method, which gives perfect results: Remove vibrating arm (in which jewel is set) and take it to your jeweler and have another hole drilled in same as near the former hole (in center of arm) as possible on the side in which the jewel is set. Put screw through this hole after replacing link. This causes the amplitude of vibration of diaphragm to be increased, thereby increasing loudness of tone. I have heated the arm and pushed jewel closer to the old hole with equally good results, but like former method better, as it can be changed back readily."

### THE CAUSE OF THE "BLAST."

"I disagree with Mr. Seymour, London, Eng., to the statement he makes that blast is always a defect of the record for which the reproducer is not in the least responsible. I have found that where a diaphragm is too slow, it will cause the jewel to leave the track of the record and produce a blast also. This is the case when the speed of the return vibration of the diaphragm is not sufficient to hold jewel to the record; in effect it's the same as the track broken in the record."

### TONE QUALITY IN DISC RECORDS.

Wm. F. Hunt, the progressive dealer, and always interesting writer, of Wanatah, Ind., says: "In the 'Practical Suggestions and Comments' column of the March issue of The World, T. Willson, of York, England, gives it as his opinion that the announcement in disc records answers a very good purpose owing to the record first wearing out and becoming scratchy at that point. Otherwise the selection proper would suffer, he claims. I fail to understand why it should be necessary to use an announcement to overcome this evil. Why not, in recording, permit the recording stylus to make a few circles on the record before the selection is started, and then in reproducing utilize these unrecorded lines for the purpose of getting the needle and record adapted to each other, or, for the wearing out purpose, as our friend puts it. It would not be near so disagreeable to hear the scratching alone as to have it intermingled with the voice of the announcer. Furthermore, he suggests

that the larger discs be recorded at a lower rate of speed, so as to permit of a longer selection to be recorded on them. Or, in other words, to equalize the surface speed of the larger records with that of the 7-inch size. Our English friend seems to prefer quantity rather than quality. He does not appear to understand that the greater the surface speed of a record, the fuller and truer the tone quality. The making of the larger discs is not mainly to get a longer selection (although the selection is materially lengthened thereby), but to get better results, which point is, after all, most essential. This same correspondent also wrongfully states that too large a circle is left blank in the center of the large discs, that they could be run equally as near the center as a 7-inch disc and with as good results. Here he again shows lack of knowledge in the principle of sound-recording. He is simply trying to increase a fault in the disc records. And with his idea of recording the larger discs at a lower rate of speed the fault would even be doubly increased. As I have already stated, the greater the surface speed of a record, the fuller the tone of the reproduction. Now, then, to illustrate, when the recording stylus starts in at the outer edge of the record, the surface speed is at its greatest point, but as the circles near the center they gradually grow shorter, and the stylus covers less space in a given time, therefore cutting the sound waves shorter and shorter. Naturally, the selection in the reproducing process deteriorates in tone as the needle nears the center of the record, and the nearer the center the selection is recorded, the greater the deterioration in tone. The difference in tone quality from the outer edge of a 12-inch or even a 10-inch record to a point equal near the center to that of the present 7-inch record would be greater than the difference from the outer edge of a 7-inch disc to its inner circle. In the present average disc record the circles on the inner edge of the record are less than half as long as the outer circle, yet the deterioration is so gradual that it is, if any, but very little noticed. The manufacturers of the disc records are using the very best judgment in the making of them. They are giving the greatest quantity of music on a record consistent with good quality. We have had low-speed records, and from experience it has proven that the general talking machine buying public prefer the better quality of reproduction which can mainly be attained by a high-speed record. Of course people who do not keep their machines running at the proper speed cannot realize the advantage in this method, as they do not get a natural reproduction at any rate. The making of longer selections is a more perplexing problem than the average person can comprehend."

### MATERIAL FOR DIAPHRAGMS.

In regard to Mr. Seymour's article in last month's issue on material for diaphragms, Wm. F. Hunt, of Wanatah, Ind., writes: "I wish to say that some of his arguments appear to be practical as well as logical. He, however, takes the opposite stand to Arthur C. Mestraud as to what causes blasts in a cylinder record. The correspondent to which Mr. Seymour has reference is my humble self, and I must acknowledge that he has quite convinced me that my views on the subject to some extent were wrong, most especially in that a more porous substance would have to be used for diaphragms to secure the mellow effect. In his claiming that this can be brought about by the use of larger diaphragms, I believe to be quite true, as I find that even in the reproducer of the Columbia Co.'s 20th Century graphophone, which has a diaphragm of four inches in diameter, with its tremendous volume, the tone quality is most mellow. It will, however, be found that the smaller diaphragms produce a much sweeter tone. The one is natural in its sweetness, while the other is natural in its mellowness, and the secret lies in combining the two into one reproducer. It will have

to be contended that one effect without the other is unnatural, and I still believe that some new unknown substance will have to be used in diaphragm construction before perfection in tone is reached. It is now being tried to overcome these defects in recording, and while to some extent the method is a success, yet, the tone is deadened to a considerable degree in this process. I do not wish it understood that I do not appreciate the advancements made in the art of sound recording and reproduction, for I think them really marvelous, but it must be admitted that perfection is yet out of the question. Time alone will bring about the desired results."

### TALKING MACHINE NOMENCLATURE.

A subscriber of The Talking Machine World calls our attention to an article which recently appeared in a London paper, called "The Bazaar," and which has been reproduced in some other publications, treating of the nomenclature and early history of the talking machine, and says: "Therein you find mentioned that the United States Patent Office calls all talking machines 'gramophones,' whatever other names makers may give them," and asks for information as to whether this is so. Before going into this matter it will be best to quote the story referred to:

"The gramophone was invented by a Mr. H. E. Berliner, of Washington, to illustrate the practical use of Professor Bell's discovery that the vibrations caused by any series of sounds could be 'written' by a vibrating point on a suitable material, and the same series of sounds reproduced by another point traveling over the inscription so made. It was one step in a long series of investigations resulting from a consideration of the properties of telephone invented by Professor Bell, and this gramophone—so-called from 'gramma,' a letter, and phone, sound—consisted of a flat disc revolving horizontally, and bearing on its surface the inscription impressed by the vibrating point. It had previously been discovered that a cylinder revolving on a spindle could take on the inscriptions, and that from these inscriptions the sounds could be reproduced by causing another point to travel along the engraved cylinder while the latter revolved on its spindle under the point. This primitive form of machine, the notion of Bell and Edison, was called a phonograph, from phone, sound, and graph, I write. But all the machines distinguished in England as graphophones, phonographs and gramophones are called in the United States Patent Office gramophones, whatever other names makers may give them. The difference is not in the principle involved in the reproductions, but in the mechanism employed. In connection with the above the Columbia Phonograph Co. writes to our contemporary to the effect that every talking machine now makes its records by engraving sound waves in a wax composition. This was first made known to the world by the inventors of the gramophone. The phonograph was a machine that indented its records on metal foil. The gramophone etched its records in an acid bath. But the true phonograph or the true gramophone no longer exists, except as a curiosity. Every successful talking machine to-day employs the gramophone process of engraving records, and is therefore, strictly speaking, a graphophone."

### THE EDITOR'S COMMENTS.

Without commenting at length on the above article, which is open to correction in some respects, we are authoritatively informed that the word gramophone first used by Emil Berliner in connection with his patent, is not employed generically by the United States Patent Office as a classifying term for talking or sound reproducing devices. It is specifically applied, however, to describe appliances of a particular type. The practice followed by the patent examiners being to class all apparatus for making records by the indenting method as phonographs, by the cutting or undulating method as graphophones, and by the lateral or zig-zag process for disc records as gramophones. These designations were adopted by the United States Patent Office early in the





## Sell the Victor on easy payments

There's more money for you in selling the *Victor* on instalments than in making cash sales.

Lots of good people, who would be scared off by a cash transaction, are open to an easy-payment plan, and many dealers have already found out that this plan works out to their own advantage and runs up the sales of both

### Victor Talking Machines and Records

They sell more *Victors* to begin with and they have an opportunity to sell *Victor Records* every time their customers come in to pay another instalment. It gives dealers an opening to talk about the new *Victor Records* that are issued every month, results in a large number of additional sales and the dealers are just so much more money in pocket.

The easy-payment plan makes selling easier and keeps the people in touch with your store without the least effort on your part. It gives you a good hold on their entire trade.

It's a great opportunity. All dealers should make use of it.

### Victor Talking Machine Company Camden, N. J.

P. S. You can easily build up a larger business in *Victor Records* by working along this line: Place standing monthly orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them.)

Artistic Monthly Supplements furnished for this purpose.

Full information and prices can be obtained of any of the Victor Distributors as follows:

Altoona, Pa. . . . . W. H. & L. C. Wolfe.  
Atlanta, Ga. . . . . Phillips & Crew Co.  
Baltimore, Md. . . . . Baltimore Bargain House.  
Cohen & Hughes.  
E. F. Droop & Sons Co.  
H. R. Eisenbrandt Sons.  
Wm. McCallister.  
Birmingham, Ala. . . . . E. E. Forhes Piano Co.  
Boston, Mass. . . . . Oliver Ditson Co.  
Eastern Talking Machine Co.  
New England Talking Machine Co.  
Bridgeport, Conn. . . . . F. E. Beach Co.  
Brooklyn, N. Y. . . . . American Talking Machine Co.  
Buffalo, N. Y. . . . . P. A. Powers.  
Walbridge & Co.  
Canton, O. . . . . The Klein & Heffelman Co.  
Charlotte, N. C. . . . . Stone & Barringer Co.  
Chicago, Ill. . . . . Lyon & Healy.  
The Talking Machine Co.  
The Rudolph Wurlitzer Co.  
Cincinnati, O. . . . . The Rudolph Wurlitzer Co.  
Cleveland, O. . . . . W. H. Buescher & Sons.  
Collister & Sayle.  
Eclipse Musical Co.  
Columbus, O. . . . . The Perry B. Whitsit Co.  
Dallas, Tex. . . . . Thos. Goggan & Bro.  
Dayton, O. . . . . The John A. Fetterly Co.  
Denver, Colo. . . . . Knight-Campbell Music Co.  
Des Moines, Iowa. . . . . Edward H. Jones & Son.  
Detroit, Mich. . . . . Grinnell Bros.  
Dubuque, Iowa. . . . . Harger & Blish.  
Duluth, Minn. . . . . French & Bassett.  
Galveston, Tex. . . . . Thos. Goggan & Bro.  
Grand Rapids, Mich. . . . . J. A. J. Friedrichs.

Harrisburg, Pa. . . . . S. A. Floyd.  
Honolulu, T. H. . . . . Bergstrom Music Co.  
Indianapolis, Ind. . . . . Carlin & Lenox.  
C. Koehring & Bro.  
Jacksonville, Fla. . . . . Metropolitan Talking Machine Co.  
Kansas City, Mo. . . . . J. W. Jenkins Sons Music Co.  
J. F. Schmelzer & Sons Arms Co.  
Little Rock, Ark. . . . . O. K. Houck Piano Co.  
Los Angeles, Cal. . . . . Sherman, Clay & Co.  
Memphis, Tenn. . . . . O. K. Houck Piano Co.  
Milwaukee, Wis. . . . . The Boston Store.  
Minneapolis, Minn. . . . . New England Furniture & Carpet Co.  
Mobile, Ala. . . . . Wm. H. Reynolds.  
Montreal, Canada. . . . . Berliner Gramophone Co., Ltd.  
Nashville, Tenn. . . . . O. K. Houck Piano Co.  
Newark, N. J. . . . . Douglas Phonograph Co.  
Newark, O. . . . . Ball-Fintze Co.  
New Haven, Conn. . . . . Henry Horton.  
New Orleans, La. . . . . Nat'l Auto. Fire Alarm Co.  
Philip Werlein, Ltd.  
New York, N. Y. . . . . Bettini Phonograph Co., Ltd.  
Blackman Talking Machine Co.  
Sol. Bloom.  
C. Bruno & Son.  
I. Davega, Jr.  
S. B. Davega.  
Douglas Phonograph Co.  
The Jacot Music Box Co.  
Stanley & Pearsall.  
Benj. Switky.  
The Victor Distributing & Export Co.  
Furay & McArdle Co.  
Omaha, Neb. . . . . A. Hospe Co.  
Nebraska Cycle Co.  
Peoria, Ill. . . . . Chas. C. Adams & Co.

Philadelphia, Pa. . . . . C. J. Heppe & Son.  
Penn Phonograph Co., Inc.  
Wells Phonograph Co.  
Western Talking Machine Co.  
H. A. Weymann & Son.  
Pittsburg, Pa. . . . . Theo. F. Bentel Co.  
Pittsburg Phonograph Co.  
Powers & Henry.  
Standard Talking Machine Co.  
Portland, Me. . . . . Cressey & Allen.  
Providence, R. I. . . . . Langley & Winchell.  
Richmond, Va. . . . . W. D. Moses & Co.  
Rochester, N. Y. . . . . Giles B. Miller.  
The Talking Machine Co.  
Rock Island, Ill. . . . . Totten's Music House.  
Salt Lake City, Utah. . . . . Carstensen & Anson Music Co.  
San Antonio, Tex. . . . . Thos. Goggan & Bro.  
San Francisco, Cal. . . . . Sherman, Clay & Co.  
Savannah, Ga. . . . . Youmans & Leete.  
Seattle, Wash. . . . . Sherman, Clay & Co.  
Spokane, Wash. . . . . Eiler's Piano House.  
Springfield, Mass. . . . . Metropolitan Furniture Co.  
St. Louis, Mo. . . . . O. K. Houck Piano Co.  
Koerber-Brenner Music Co.  
St. Louis Talking Machine Co.  
St. Paul, Minn. . . . . W. J. Dyer & Bro.  
Koehler & Hinrichs.  
Syracuse, N. Y. . . . . W. D. Andrews.  
D. McCarthy & Son.  
Toledo, O. . . . . The Hayes Music Co.  
A. J. Rummel Arms Co.  
Whitney & Currier Co.  
Washington, D. C. . . . . John F. Ellis & Co.  
S. Kann & Sons Co.



development of the talking machine art as differential appellations only, and are adhered to at the present time. The word gramophone is seldom heard in the trade here. It is occasionally found in court discussions and lay magazines and newspaper articles in speaking of talking machines in general, but with no special significance.

#### REPRODUCER FOR CYLINDER MACHINES.

Another step toward perfection in sound reproduction will be reached when a new reproducer for cylinder machines will be placed on the market in a few months. This speaker carries a diaphragm two inches in diameter, and by a clever arrangement of very small pulleys and levers the sound from both sides of the diaphragm is collected and sent into the horn.

One who has heard the device says: "It is estimated that the volume given in this way is five times greater than that obtainable from the average good cylinder talking-machine reproducer, while the depth of tone, natural sound and positive clearness is surprising." The base of this reproducer is so arranged as to fit all the leading makes of cylinder machines, and is the invention of Arthur C. Mestraud, who seems bent on keeping pace with "these times of push and progress."

#### THAT RECORD CATALOGUE.

In answer to several inquiries, we may say that James I. Lyons, 194 East Van Buren street, Chicago, is the publisher of a complete alphabetically arranged list of all makes of records. It is something that should be invaluable to every talking-machine dealer.

#### TALKING MACHINES IN HONDURAS.

**Excellent Chances in That Country for an Increased Sale of Talking Machines and Supplies of All Kinds.**

The prosperous state of trade in Honduras has caused an increased demand for talking machines of various kinds. Many of the small

country stores are purchasing talking machines for the amusement of their patrons. Now that talking machines are becoming so well known and liked the demand for first-class high-priced instruments is increasing. Many persons are selling the cheaper machines originally purchased to buy those of a better grade. The outlook in Honduras for an increased sale of talking machines is very encouraging, and for their sale all Spanish-America offers a most attractive market, one that should receive particular attention.

#### AN ANCIENT PHONOGRAPH.

**Invented and Made Some Thirty Years Ago by Stephen G. Cree, of Wheelock, Vt.—Worked in Secret Until He Found He Had Been Anticipated by Edison and Then Placed It on the Shelf—Some Reminiscences.**

Stephen G. Cree, the veteran Town Clerk, of Wheelock, Vt., has a rare curiosity in his possession in the form of a phonograph which he made thirty years ago. That Mr. Cree's talking machine is as old as he claims is evidenced by the fact that there are scores of men in the little town of Wheelock to-day who can place the time they first saw and heard the wonderful machine by the class they were in at the district school when the owner gave them an exhibition which made their eyes stick out in amazement. No one at the school, whether teacher or scholar, could conceive how it was that the machine could record a conversation and then reproduce it.

The natives of the village were equally astonished, and some of the more superstitious were inclined to believe that the voice came from the spirit land. To convince them that the conversation was simply a reproduction of Mr. Cree's voice was impossible until they themselves spoke through the transmitter while Mr. Cree turned the crank and then heard what they had said.

The principle is about the same as Edison's first and crude phonograph, but the cylinder is driven by a hand crank. A regulator, too, is at-

tached to Cree's machine, and when it is screwed tight the sound transmitted becomes louder and clearer.

In making his machine Mr. Cree preserved the greatest secrecy, and continued to adopt this policy until one morning he discovered that Edison had perfected a machine. After this discovery Cree gave up his efforts at talking machine improvement, and the machine has laid for the past twenty years in the attic of his home. It was only the other day when he had purchased a new Edison phonograph that a story of his early attempts came to light. He said:

"Yes, I thought I had something great nearly thirty years ago when I succeeded in perfecting a talking machine; but Tom Edison was ahead of me and I was glad to see him rewarded if he had to work as hard as I did to make his machine," said the old Town Clerk, with a smile. "In making his model he was far more successful than I was, as with my machine, which worked directly by hand, the cylinder would not have been good for anything but recording a conversation directed to it. For a song it would be practically useless, as it would be impossible to turn the handle in accurate time. I have had enough enjoyment out of the old thing, and I think sufficient to pay me for the time I spent in making it. The phonograph, crude as it is, was certainly a wonder, and every Vermonter who ever heard it will readily agree with me. We could not all win, and Edison deserves the credit."

#### THE MUSICAL ECHO CO.

Chas. G. Collier, who has been appointed manager of the Musical Echo Co., of Philadelphia, has had an extended experience in this line of work. The concerts which this company are giving at their display rooms on Wednesday and Saturday afternoons with the Victor have been heard by at least ten thousand people during the last few months. Mr. Collier is placing the Victor machines in the most exclusive musical circles in this city, and reports a rapidly growing business.

# \$25 REWARD

for any Brass or B. & G. Talking Machine Horn from which

## Cleapol Waterproof Metal Polish

will not remove all Tarnish, Spots, Fly Specks, etc., giving it a lasting mirror lustre

**NOTE—All horns treated once with this polish can be kept in perfect condition always by using the Cleapol Chamois Skin.**

¶ Special discount now being given to jobbers and dealers.

¶ Write for samples and price list.

## THE CLEAPOL CO.

288 Springfield Ave.

NEWARK, N. J.



# TWENTIETH CENTURY GRAPHOPHONE



An  
Orchestra  
in  
Itself!

OUR  
GUARANTEE

It Sings with  
all the Volume  
of the Original

The Twentieth Century Graphophone Is Absolutely New In Principle and Excels All Others

The impetus this marvelous machine gives to the

SALE  
OF  
CYLINDER  
RECORDS

is enormous.

Mr. DEALER:

You have Records to sell; the Twentieth Century Graphophone will make them go like hot cakes!

ADDRESS ALL COMMUNICATIONS TO THE COMPANY.  
*Heath & Milligan Mfg Co*  
Paint & Color Makers.  
ESTD 1871  
120-122 Randolph Street,  
Chicago, March 20, 1906.  
R.L.H.

The Columbia Phonograph Co.,  
Gentlemen:-

Through our Mr. Rockwell we learn that you have kindly donated one of your "20th Century" Machines for the use of our agents, The Hahn Co., on "Sunshine Day," and we simply want to assure you that this courtesy on your part is thoroughly appreciated. We are thoroughly familiar with this Twentieth Century Machine, inasmuch as your people furnished one for our use on a train-load of paint we shipped from Chicago to Duluth sometime ago. We made a daylight run and stopped at various towns along the way, giving concerts and distributing souvenirs, and we want to say right here that the Twentieth Century Machine made a great hit all along the line.

With best wishes, we are,  
Yours very truly,

HEATH & MILLIGAN MFG CO.  
*A. L. Stigley*  
Manager Sales Department.

F.O.

"Put a Little SUNSHINE in Your Home."

Uses the Regular  
Cylinder Records—  
all makes—as well  
as the New

COLUMBIA  
TWENTIETH  
CENTURY  
CYLINDERS—

half a foot long;  
50 cents each.

Retail Price for  
Twentieth Century  
Graphophone, \$100.  
Liberal Discounts  
to the Trade.

Cut out and send the  
ATTACHED COUPON  
to-day!

Dealers who have customers among the proprietors of restaurants, small theatres and places of public amusement, generally, will find a ready demand for these extraordinary machines. Cylinder record sales have been increased from 50 to 75 per cent. by playing records on the Twentieth Century Graphophones. LEW DOCKSTADER USES ONE OF THESE MACHINES IN HIS MINSTREL SHOW. JOHN DREW HAS INTRODUCED IT IN "DE LANCY," AND IT IS ALSO BEING UTILIZED IN "THE GIRL PATSEY," A NEW COMEDY THAT HAS MADE A HIT.

## COLUMBIA PHONOGRAPH COMPANY, GEN'L

CREATORS OF THE TALKING MACHINE INDUSTRY  
Owners of the Fundamental Patents Largest Manufacturers in the World

Grand Prize, Paris, 1900 Double Grand Prize, St. Louis, 1904  
Highest Award, Portland, 1905

Tear off Here. Fill in and Mail To-Day to  
**COLUMBIA PHONOGRAPH CO.,**  
90-92 West Broadway,  
New York.

Dear Sirs—I am interested in your new "Twentieth Century" Graphophone. Send me full details, prices, terms, etc., at once.  
Yours truly,  
Name.....  
Address.....  
T. M. W.  
5.



## NEOPHONE DIRECTOR IN TOWN.

**A. W. Cameron Is Here to Examine the Trade Situation—Has Opened Temporary Quarters—It Is Said a Company May be Formed Here to Manufacture Neophone Specialties.**

A. W. Cameron, managing director of The Neophone, Limited, London, England, recently arrived in New York, to look over the situation here, owing to the numerous inquiries which have reached them from this country for Neophone specialties. As a result of the inquiries it has been decided to manufacture the Neophone disc phonograph in this country, and a company will probably be organized for the purpose of developing the business within a very short time.

The Neophone is the invention of Dr. Michaelis, and is protected by patents not only in the United States but in every country throughout



A. W. CAMERON.

the world. The present company was organized in London in September, 1905, and has developed to such proportions that larger quarters, at 1 Worship street, Finsbury Square, E. C., became a necessity, and were occupied on January 1. Foreign trade has also grown, and the company now control branches in Paris, Berlin and Milan.

Mr. Cameron said to the World recently:

"One of the special features of the Neophone is that there are no needles to change, a permanent sapphire reproducer being used, with practically indestructible disc, which gives a great volume, purity and quality of tone; in fact, the recent invention of the Neophone home recorder has given our company something entirely individual, inasmuch as it enables users of the disc machine to make records at home.

"Another specialty of our house is their Neophone grand, which is especially built for playing twenty-inch discs. These records play for

about ten minutes, and lengthy selections can be reproduced without omissions."

Mr. Cameron has opened temporary offices at 12 West 28th street, New York, where he is showing a full line of Neophone specialties and visitors have been pleased with the result of their investigations. Callers have not been confined to the trade exclusively, for among them have been some well-known figures in the histrionic and musical world. Marie Dressler and others have been interested to make records for their own amusement. The novelty of being able to make a disc record has created surprise as well as pleasure.

Mr. Cameron, the Neophone ambassador, is a talking machine man "from the ground up," so to speak. He has studied the situation in all the leading countries in the world, and is not only a keen, progressive business man, but a gentleman of pleasing personality, who is destined to make many friends. He is quite enthusiastic over his visit to New York, and is confident that the great success achieved by the Neophone, Ltd., in foreign countries will be duplicated in the United States as soon as the merits of their goods become more widely known.

## ARE "TALKERS" MUSIC?

**Judge Walker Asked to Grant an Injunction Restraining the Talking Machine Used in Public Parlors.**

(Special to The Talking Machine World.)

Chicago, Ill., April 6, 1906.

In a bill presented to Judge Walker, one phonograph owner admitted it was beyond the ability of the layman to tell whether phonographic reproductions were music or just a general disturbance. This is not the first admission of the kind.

The statement was made when Carl Leammle, president of the Nickel Amusement Co., petitioned for an injunction restraining the city. The contention was that if the reproductions were a nuisance—and in this case a public one—the city might have power to suppress the concern operating at 909 Milwaukee avenue.

Judge Walker, after hearing the representation, said he would hear both sides before granting an injunction.

The attorneys made the mild request that until the question is determined, the mayor, chief of police, and all the residents along Milwaukee avenue, near North Ashland avenue, be restrained from closing or interfering with the theater, which is daily surrounded by hundreds of residents of the northwest side.

## DEPENDS ON THE RECORD.

It is a moot point whether the talking machine vulgarizes or helps to popularize a song or piece, says Music. It is probably due to the apparatus when a good singer's voice is reproduced gracefully, and due to a bad machine when the singer's voice is unsatisfactory. Our own opinion is that the talking machine is a distinctly valuable invention with infinite potentialities. We have heard the rendering of certain songs by certain

singers, by means of a reproducing instrument which opportunities have not been afforded us to hear at first hand.

## BLUFFED THE BURGLARS.

**How a Self-Confident Young Lady Utilized the Talking Machine to Scare Burglars in a Most Effective Fashion.**

The latest utilization of the talking machine is certainly novel and shows its possibilities in an entirely new light. For instance, the mistress of a home was alone in her parlor when she was startled into that sort of stillness through which the sound of one's heart beats assails one's ear with the deafening effect of drum beats. She heard soft footfalls on the floor above, and knew that she was at the mercy of burglars. She heard one of them descending the stairs and she was almost paralyzed with terror.

Out of her feminine consciousness came an inspiration. She knew the record of an aria from a grand opera was ready to burst into song. She turned on the vocal calisthenics, and after a piercing preliminary shriek or two the voice of a Nordica or Fremstad or Scalchi bounded from its lowest depths to its highest altitude and couruscated joyously around a dizzy sound height that assailed the high ceiling of the parlor and spouted the heel wings of Hermes from burglarious feet.

No husky "Who's there?" No quavering scream for help would have operated to scare a few burglars out of a house occupied by one woman, the talking machine did for their nerves, however. The unexpected happened to them; they took refuge in flight and were well down the back alley before they realized that they had been bluffed by the imitation of a prima donna's vocal athletics.

It is well that the greatest stars in the musical firmament do not disdain the phonograph. It is well that the song of a Calve or a Caruso can be carried into the mountain hut of a dweller far away from the noise of a railroad or the possibility of grand opera in town. The talking machine brings pleasure with it, and it has been shown that it has safety in its records.

It was much more effective, in this case, than many a policeman has been in like instances.

## THE EDISON LIKED IN IRELAND.

The Belfast Evening Telegraph of recent date, under the caption, "A Score for Belfast," said: "From last copy of an important American trade journal (The Talking Machine World), we observe that during the four weeks ending January 22, Belfast stood second to London as regards quantity of Edison phonographs shipped from New York to the British Isles, and 20 packages beyond the aggregate shipments to all other ports in the British Isles (exclusive of London). Mr. T. Edens Osborne, of 4 Donegall Square, West, to whom the Belfast shipments were exclusively made, may be accordingly congratulated."

# NEW ENGLAND DEALERS!

SEND YOUR ORDERS FOR

# COLUMBIA RECORDS AND MACHINES

TO

## LANCLEY & WINCHELL,

95 SUMMER STREET, BOSTON, OR  
35-37 ABORN ST., PROVIDENCE, R. I.

## NEW STOCK—PROMPT SHIPMENTS—SATISFACTORY SERVICE

New England Distributors for VICTOR MACHINES and RECORDS, COLUMBIA MACHINES and RECORDS, AMERICAN DISC RECORDS. HAWTHORNE & SHEBLE HORNS and SUPPLIES.

WRITE FOR CATALOGUES.

WHAT DO YOU PAY FOR NEEDLES?  
WRITE FOR SAMPLES AND PRICES.

LANCLEY & WINCHELL, 95 SUMMER STREET, BOSTON  
35-37 ABORN ST., PROVIDENCE, R. I.



**EDISON BUSINESS PHONOGRAPH.**

Displayed With Great Success at the Office Appliance Show in Chicago—Some Special Features of Excellence That Commanded Attention—Those in Attendance.

(Special to The Talking Machine World.)

World Office, 195 Wabash Ave.,

Chicago, Ill., April 9, 1906.

The office appliance show held in this city marked the first public demonstration in Chicago of the business phonograph of the National Phonograph Co. It was coincident with the formal opening of the business phonograph depart-

interested and delighted many hundreds of visitors. The instrument is electrically driven from the regular lighting circuit. By means of simple attachments the dictator may pause, be interrupted for hours, instantly repeat any of the words previously spoken, make corrections, give instructions, and all with the certainty that an accurate letter will be written.

The feature by which mistakes are caught is very ingenious. There is a scale similar to that on a typewriter on the phonograph. A reproduction of this scale appears on the leaves of a pad furnished with the machine. If under the old regime the dictator made a mistake the typewriter operator would get the error down, no matter how hard her employer might correct it in the next breath. Now, with this scale arrangement, when the dictator finds he has made a mistake he stops the machine, notes at what point on the scale the error commences, and then on a similar point on the scale on the pad marks "M" for mistake. The operator has the memorandum before her, and when she reaches the point indicated stops until she has heard the error, omits it and commences with the correction. Another feature of the Edison machine is the new combination reproducer and recorder.

In charge of the exhibit was C. L. Hibbard, manager of the Chicago branch of the Edison business

phonograph, assisted by Geo. B. Walker and a competent staff. Nelson C. Durand, who is the general manager of the Edison business phonograph, who has been getting the new branch in full working order, was also in attendance.

**NEVER PAWN "TALKERS."**

We Find Everything Else in the Pawn Shops in New York—Too Valuable as Entertainers.

A casual glance in the windows of any of the innumerable pawnshops in this city will reveal the fact that it is an unusual thing to see a talking machine of any kind displayed for sale. In making an investigation as to why so few of them were found among the unredeemed pledges, an inquiry from one of the largest pawnbrokers in the city elicited the following information: "As a rule, the class of people who buy phonographs are not the best patrons of the money lender, and when necessity drives them to seek temporary aid they always bring something that they can well do without. The phonograph is in constant use, and I have found that they hold back on that until every other resource is exhausted, and then it is about the first thing redeemed. I think it is natural love of music in man among all classes, and often, I have been told, they have been kept to the last because they cheer up the heart saddened by adversity. I have also noticed that the possession of a phonograph has strengthened the home ties, particularly in the poorer quarters of the city. The entertainment afforded at home has offset, in a certain degree, that of the saloon and street, and to my positive knowledge the money that is paid for thousands of records weekly sold in the slums formerly went into the saloon till 'around the corner.'"

A Socialist publication is giving away phonographs with records as premiums. The records are made by prominent Socialist speakers and writers, who record their best speeches or passages from their writings. The believers in the country districts use these records to spread the propaganda.

The Automatic Amusement Co., of Wilmington, has been incorporated with the secretary of the State of Delaware for the purpose of manufacturing talking machines of all kinds.



DISPLAY OF NATIONAL PHONOGRAPH CO. AT CHICAGO.

ment, advance information of which has already been given in these columns. In a large space in the south end of the Coliseum the Edison commercial system, conducted with the business phonograph, was exploited in a manner which

# THE THOMPSON MODIFIER



## PERFECTION AT LAST A Modifier That Really Modifies

Softens the tone, eliminates the metallic sound, takes all the "scratch" out and makes the reproduction of voice or instrument as soft, smooth and harmonious as the original.

THE THOMPSON MODIFIER is entirely new and different from anything on the market. The best machine in the world is improved by its use—the poorest sounds well with its help. Made pear shape, it fits any size or shaped horn and can be used with any machine on the market.

MADE OF BRASS, NICKEL PLATED, PRICE, \$1.00

**The GRAPHOPHONE MODIFIER CO.**  
279 STATE STREET, CHICAGO



## THE MONTHS HAPPENINGS IN PHILADELPHIA.

Large Demand for Machines by Secret Societies, Sunday Schools, Etc.—Proofs of "Talker" Popularity—Well Known Dealer Describes How Success Is Achieved—Lewis Talking Machine Co.'s Increasing Trade—Victor Co. Still Expanding—Recent Visitors—Chat With T. R. Goodwin—Penn Phonograph Co.'s Publicity Plans—The Hutchinson Acoustic Co.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 10, 1906.

In the face of inclement weather good business was the rule for the month of March in local talking-machine circles, according to reports of dealers and others. So far April promises to outdo March, and beyond doubt the trade is sure of excellent spring business. Sales of complete outfits are the rule rather than sales of single articles, and as the sale of a machine means good future sales of records, dealers have been pushing machine sales first and last. The giving of "benefit" entertainments by secret societies, Sunday-school classes, etc., is another thing which tends to make trade good. In some cases dealers loan outfits; in others they send an expert operator and charge a small fee. And here is a hint, perhaps new: One of the local dealers who sends out machines to entertainments has an advertising disc; it loudly proclaims the merit of the blank machine, gives the dealer's business address, etc.

Sunday, commonly called the first day of the week, is the day above all others which clearly proves how firm a hold the talking machine has on the people generally. The writer, in rambles about the staid old Quaker City on Sunday, has been surprised at the remarkably large number of machines he has heard talking, singing and doing pretty much everything else but praying—and usually to a large, impromptu or family gathering of delighted auditors. "The box what sasses back to you," as one darkey put it, is particularly a favorite in the several negro sections of the city, and a "coon" rich enough to own a good "jaw box" is entertained and feted whenever he chooses to call—with the "box." The spectacle of several really excellent negro singers joining in when a good quartette record is run off is a good sight to see and good music to hear.

A South Ninth street dealer in talking machines, etc., who has been noticeably successful in business, was frankly asked by the writer: "To what do you ascribe your success?" After a moment's serious reflection, he said: "I ascribe my success not to one, but a number of things. Of course, I have kept an up-to-date stock, have made show windows and storeroom as attractive as possible, and given courteous attention to customers. Perhaps my willingness to oblige patrons has had much to do with my success—at least, I think so. For instance, I have had entertainment committees from secret societies, Sunday-schools, clubs, etc., call and ask for the loan of certain popular records; they could hardly afford to buy them, yet they wanted tunes suitable for the occasion. Well, I loaned the records, thus aiding worthy causes, and I have never regretted it, for such little courtesies, I know, have brought me hundreds of dollars' worth of

business. I have used printers' ink successfully; have advertised in only such mediums as I thought would reach people likely to buy talking machines. Upon request I have called at customers' homes and let them hear all the latest records out. This plan is a good one; I never fail to sell a good many records. Last, but not least, I have given close attention to business and have worked hard." Perhaps other dealers may gather an idea or two from the foregoing.

Jonas Shaw, 2611 Westfield avenue, Camden, N. J., handles Edison and Victor goods, and is doing a good business "over the creek," known as East Camden.

Herbert T. Lewis, head of the Lewis Talking Machine Co., 15 South Ninth street, is having an increasing trade, due greatly to his aggressive business methods. He is especially pushing sales of the Twentieth Century Graphophones and Columbia disc and cylinder records, and is meeting with every success. His jobbing trade has grown to large proportions, and will require more and more attention from now on. March business was good with him and April trade promises to be large.

Huge piles of building materials in Cooper street in front of the main building of the Victor Talking Machine Co., Camden, N. J., attest the fact that "there's something doing." East of the main building foundations for the large new brick addition, which is to be similar to the main building, are partially laid. While this large undertaking is going on, the Victor company has just announced plans for a still greater development of their large plant. From John Starr, Jr., the company purchased valuable Delaware river front property—a good-sized plot—and upon it they will erect one if not several more large buildings. One of them will be given over to printing. The company's present printing plant on Federal street is considered a good one, but it is, of course, inadequate to the company's fast-increasing business. As is perhaps known, the Victor company's various catalogues, price-lists, circulars, etc., are printed in many languages, and when the new printing plant is up it is possible several good union Chinamen "jobbers" will appear on the scene. As the property acquired has valuable riparian rights, it may be that the Victor Co. will have its own wharves for receiving supplies and shipping goods via water. And if a Victor freighter ties up at the Victor dock, so much the better.

The largest single contributor to a fund raised in Camden for the aid of families of three firemen killed while fire fighting, was the Victor Co., which promptly sent in to a relief committee three hundred dollars. Such deeds make the company "stand mighty good" with Camdenians.

As to business conditions, it is the old but wel-

come fact—all hands are very busy, the plant being operated both day and night, the Sabbath day excepted. And according to an official's statement the outlook is for very busy times for an indefinite time to come. The remarkable growth of the talking-machine business as exemplified by the Victor Co., has been a wonder and "eye-opener" to everyone. The solidarity and permanency of the talking-machine industry is now unquestioned. All the world loves music, and upon this solid rock the business is sure to increase and prosper. All of which must be pleasing to those who went in "on the ground floor." Among prominent visitors at the Victor Co.'s establishment the past month were Signor Alfred Musso and Dr. Antonio Ciaramelli, of Musso & Co., large exporters in the Mediterranean trade, with headquarters at Naples, Italy. They were duly entertained and expressed appreciation of the commercial pushitiveness of the Victor Co.

In a trade chat, T. R. Goodwin, manager of the Columbia Phonograph Co.'s Camden, N. J., branch, said: "We carry here everything the Columbia people make—have a full catalogue. It is a regular Columbia store, and we carry only the company's products. We are doing a tremendous instalment business; week before last on two successive days we put out outfits worth \$250 apiece. Yes, we advertise in the local newspapers, and have received good returns. We run a special sale ad., and it makes a hit. Our business is increasing every month. Outside of December, March was one of the best business months we have had, and April is most satisfactory. This office has jurisdiction over New Jersey south of Riverside. We employ canvassers, give demonstrations, mail our patrons latest lists of records, and in every way are pushing sales." So fast has the Camden business increased that Mr. Goodwin hired another large adjoining storeroom, which is now stocked with cylinder records. The disc records and machines occupy the main store.

Mr. E. D. Easton, president of the Columbia Co., and Mr. George Lyle, general manager, were in Camden a few weeks ago to see "how things were moving," and the past week Walter P. Eckhardt, wholesale manager, was a caller.

C. H. Rogers, representative of the Columbia Phonograph Co. at Riverside, N. J., reports having put out a large number of Columbia outfits.

C. W. Callaghan is the hustling representative of the Columbia Co. at Gloucester City, N. J., and reports trade to be satisfactory.

Justice of Peace Philip Schmitz, of Camden, N. J., recently appointed Dog Catcher, says: "When I get the dog pound full of canines I intend to take my phonograph and a record and catch all the snarls, barking and growls. Then I'll sell it to one of the talking-machine concerns and we'll both make some money."

The Musical Echo Co., 1339 Chestnut street, are using two-inch ads. in the dailies to exploit April records for the Victor, and report a growing and increasing trade. Their patrons are bon-ton.

There has been a "hi-le hi-lo" time at the pleasant parlors of the Penn Phonograph Co., Edison and Victor jobbers, 17 South Ninth street,

(Continued on page 15.)

## STANDARD METAL MFG. CO.

MANUFACTURERS OF

## PHONOGRAPH HORNS AND SUPPLIES



Our Horns, as our name implies, are "Standard" in every respect. We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more evenly.

**FACTORY: Jefferson, Chestnut and Malvern Streets, - NEWARK, N. J.**  
**NEW YORK OFFICE AND SAMPLE ROOM: - - - 10 WARREN STREET**



# Majestic Self-Playing Piano

*The Pneumatic Coin-operated Piano without a fault. The best Spring and Summer Proposition a Dealer can take hold of*



View of Majestic Pneumatic Self-Playing Piano closed, showing its neat and artistic appearance. It sets close to the wall and all working parts are inside—away from meddlers. The special endless music roll is used and repeats itself automatically at the end of the program. This style is also playable by hand.

## THE SEASON of the MAJESTIC IS NOW!

You are looking around for a big seller that will yield a nice profit and keep things moving. Here it is. Pianos in public places often take in \$5.00 to \$10.00 a day.

## THE MAJESTIC SELLS ON SIGHT

to Cafes, Hotels, Restaurants, Soda Fountains, Skating Rinks, and Amusement Parks and Resorts of all kinds, because they all appreciate its value as

## A WONDERFUL MONEY MAKER

Their customers pay for it. The returns are usually far more than is needed to

meet their payments on the instrument. This means satisfaction all around. To illustrate its value to the Cafe, etc.—if the Majestic played only 10 times in 24 hours the Cafe would still be making 36 per cent. on the investment. One of our dealers last season

## SOLD EIGHT MAJESTICS IN ONE MONTH!

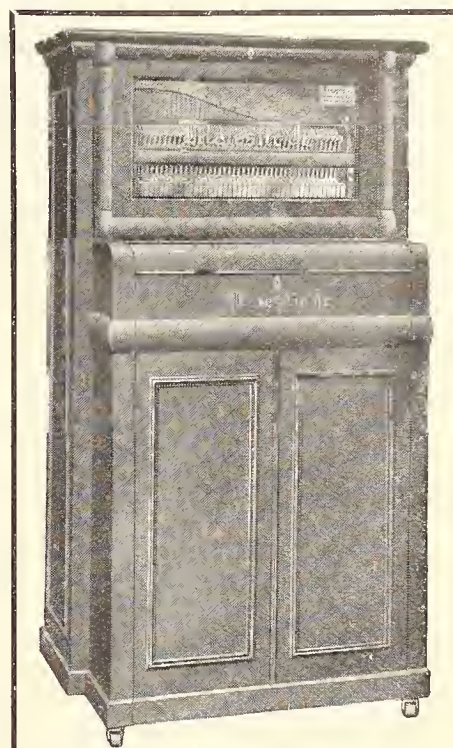
another seven—and so it goes. An unique feature of the Majestic is the ability to start it playing from any table in a resort by simply dropping a nickel in the slot at that point. The Majestic has a great many other exclusive features which make it by long odds the best Automatic Piano on the market. These are fully described in our catalogue, which will be furnished on application.

## SPECIAL OFFER OF EXCLUSIVE AGENCY

to those who take up the matter at once. Tear off the coupon in the lower corner and mail it to us to-day for full particulars. Address Dept. D

*Lyon & Healy*

Chicago



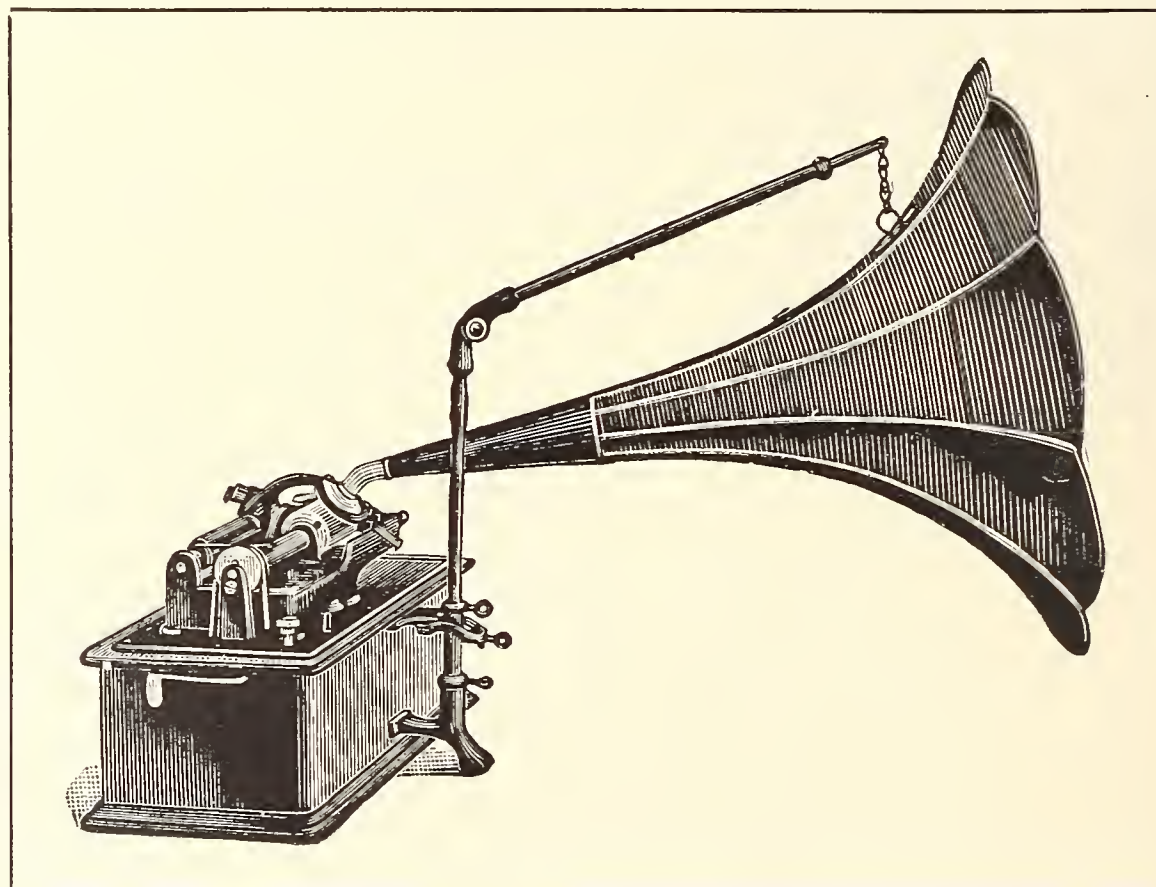
View of Majestic Jr. closed and ready for use. This is the smaller size 44-note player without keyboard, and is a perfect model of simplicity. It also uses the endless music roll, and is not affected by climatic changes.

LYON & HEALY: (DEPT. D)  
You may send catalog and full particulars of your special offer of exclusive agency for the MAJESTIC SELF-PLAYING PIANO.  
Name.....  
City.....  
State.....



# FLOWER HORNS.

We manufacture the only complete line of Flower Horns. Our horns are exclusive in design and decoration, and in their general attractiveness are considered standard on the market to-day.



We have just issued a handsomely printed pamphlet, illustrating our Flower Horns in their natural colors, and will be pleased to mail a copy free on application.



See that the trade mark is on all the Flower Horns you handle. It is a guarantee of quality.

---

## Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PENNA.



this month. As an attraction the company engaged George P. Watson, the yodler, to yodle, and, with piano accompaniment, to demonstrate how talking-machine records are made. The large crowd which daily thronged the storerooms attested the success of the "demonstration" and the popularity of Mr. Watson's voice. Naturally business was stimulated, and the Penn Co.'s April business will doubtless be one of the best months yet recorded. Their store is a marvel of beauty and convenience; they have four large booths for retail department, and a large show room in which they display among other things in the talking-machine line the most complete assortment of cabinets in the State.

The Hutchinson Acoustic Co., 1008 Commonwealth Building, are pushing sales of their sound-conveying instrument, the Acousticon. Along commercial lines this instrument will prove a competitor to the phonograph. Place an acousticon in a theatre, and hundreds of persons miles away, via telephone, can hear all that is going on in the theatre. The past month people at Reading, Pa., 58 miles away, listened to Evangelist Torrey here, preaching in the Armory.

Brief notes of some of the local dealers are: Harry H. Henrici, at 1127 South Broad street, is giving patrons of his district every service in records demanded, with success. C. J. Heppe & Son have continued their special phonograph outfit sales mentioned last month. April records have sold fast at the handsome storeroom of the Automatic Graphophone Co., 1731 Columbia avenue. It is quite certain another talking-machine store will be opened in Kensington, the "mill district," where the working folks almost naturally turn to the talking machine for amusement and dancing. The Hoffmann Cycle Co., 3036 Kensington avenue, does an excellent business in machines and records. Out Lancaster avenue way Charles E. Robertson has a fine store, big stock and lots of "push," and so he has no "kick" coming. One Ridge avenue dealer calls his place a "Phonography," and defines it as meaning a place where everything in the phonograph line can be found.

## The Phono Consonator

IMPROVES  
THE  
PHONOGRAPH  
50%

MAKES THE  
SOUND  
CLEAR AND  
DISTINCT

Price  
3.50

Price  
3.50

Sold by dealers  
everywhere

Send for Circular

MADE BY

**LEWIS  
MFG. CO.**  
379 6th Ave.  
New York



## The House of York

Is not only noted for the  
manufacture of

**The Best Band Instruments**

on earth, but for the publica-  
tion of some of the

**Best Band and Orchestra Music**

in the market. The pieces named below are published for both Band and Orchestra; we shall be pleased to send you our complete catalogue, price-list and sample parts on request.

Remembrance March, Walter Lewis; Mazie Waltzes, Ellis Brooks; The Morton March, Ellis Brooks; The Minstrel King March, Jos. Norton; Little Nugget Overture, Geo. D. Barnard; The Emblem, Solo for Trombone, Baritone or Cornet, Ellis Brooks; Golden Leaf, Solo for Trombone, Baritone or Cornet, Geo. D. Barnard. And many others besides. Remember the address,

**J. W. YORK & SONS**  
GRAND RAPIDS, MICH.

## AN INJURIOUS BILL

**Before the Legislature at Albany—Would Kill  
Instalment Business in Talking Machines—  
Fortunately Doomed to Defeat.**

The talking-machine trade has been greatly interested in a bill recently introduced into the Assembly in Albany which provides that when the vendor desires to repossess himself of goods purchased on the instalment plan they must give the vendee thirty days' notice in writing, and then, if the goods are seized, pay back to the buyer fifty per cent. of the amount paid in. In event of this bill becoming a law, the dollar-down and dollar-a-week plan of payment would quickly go out of vogue, and a much larger deposit and payment would be exacted. At the present time it would appear that the measure is doomed to defeat, but in the meantime the trade are appealing to their local assemblymen to prevent its passage.

## THE SYMPHONIC PHONE-NEEDLE.

**For Disc Talking Machines—Will Last from  
500 to 800 Playings—Something That Is  
Destined to Interest the Trade.**

The Symphonic Phone-Needle Co., at 1907 Park avenue, New York, have recently perfected a disc talking machine needle whose life lasts from five hundred to eight hundred playings. In placing this needle on the market they are supplying a want long and urgently felt by the talking-machine public, and it will certainly boom the sale of disc machines and records. They have aptly named their needle "Symphonic," as it stands for all that can be desired in an article of this kind. It renders a natural and sweet reproduction, and is made in various grades to suit all tastes. It reduces the wear on the record, plays without changing, and is inexpensive.

The Symphonic needles are constructed to play five hundred times before wearing out, which is sufficient under ordinary circumstances to last the average user a full year, but, according to the manufacturers, the needle will often overrun this number by several hundred playings if the conditions are favorable. It is further claimed that uniformity of tone throughout its whole life is one of the many winning points of this needle.

The Symphonic needles are put up in four grades of tones—No. 1 soft, No. 2 medium, No. 3 loud and No. 4 concert tone. For further particulars see their announcement in this issue.

## CALL FOR SCANDINAVIAN RECORDS

**On the East Side—A Valuable Suggestion to  
Manufacturers—Italians and Chinese Big  
Buyers of Records.**

A large East Side dealer says that the manufacturers of records are neglecting a very important branch when they ignore the constantly growing demand for Scandinavian records. This nation is forming a very important colony in this city, as well as scattering about the country, and have developed a great fondness for talking machines of all makes, particularly the disc variety. Many of them have requested records made in their native language, and several times he has been on the point of having one of the record companies make up some to his order. He suggests that some of the companies make up a limited number, comprising the national and popular folk songs of Scandinavia, and they will be surprised at the rapidity with which they will sell. In speaking of the class of records most sold in his district, he said: "You would be surprised to know how many Red Seal records have a home in Mulberry and adjacent streets. The Italians in that quarter are just crazy about them, and will deprive themselves of all kinds of pleasures to possess those that are national in character. The Chinese are also good patrons of that class of records, and are always ready to purchase anything written in their native language."

**Don't keep  
your customers  
waiting**

When a customer comes to your store for anything, you ought to have it on hand or be able to get it quickly and tell him just when you will have it.

Maybe you can't do this with your regular jobber, but if you give us your order you can easily figure almost down to the very day when you will get your goods.

We keep our supply of Victor machines, records, trumpet horns, fibre cases, English needles and all other accessories right up to the minute and send you the goods without delay. All orders are shipped the same day they are received.

We don't keep you waiting and you don't need to keep your customers waiting. You won't need to put them off from day to day with the excuse that you expect the goods almost any hour. Customers won't stand that sort of thing very long—they want what they order and they ought to get it quickly.

It's our part of the job to see that you get your goods quickly and if you send us your next rush order, you'll find out that we know our business.

Just because there is nothing you want at the present time, don't put off sending for our latest catalogue. Send for a copy to-day so that you'll have it when you need it.

**The Victor Distributing  
and Export Company**

77 Chambers Street

New York





100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

**EDISON**PHONOGRAPHS  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES**Douglas Phonograph Company**MANUFACTURERS "PERFECTION" SUPPLIES, ETC.  
RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address: Doughphons, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

**VICTOR**TALKING MACHINES  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
DISC MACHINES

## EUREKA

AN APPROPRIATE NAME for the BEST DISC NEEDLE EVER OFFERED



Nearest approach to a Permanent Needle. Will play from 50 to 100 Records. The objection to changing needles for each record at last overcome. Can be used with any sound box.

Furnished to the Trade in Packages of 50. Retail, 25c. per dozen.

No Dealer can afford to be without a supply of our Needles.  
Nine Different Kinds—all high grade.

## Edison Talent Photographs

We have a complete stock of these handsome, genuine Carbonette Photographs. Every Dealer should have a complete set for Display and Advertising purposes.

Your Customers are anxious to obtain a good likeness of their favorite performer. We can furnish these, handsomely framed in genuine weathered oak, with glass and backed, ready for hanging.

Retail Price, Unframed, 35c.; Framed, 50c.



## TALKING MACHINE JOBBERS TO FORM EASTERN ASSOCIATION.

C. V. Henkel, of the Douglas Phonograph Co., Has Consulted With a Number of Prominent Jobbers in the East, Who Approve of Such an Organization.

Following the meeting of the jobbers of the Central States, including Pennsylvania, at Pittsburgh, March 14, Perry B. Whitsit, secretary of the Central States Talking Machine Jobbers' Association, addressed the following letter to the leading jobbing houses east, and which sets forth cogent reasons for the latter to organize on a similar basis and affiliate for the general welfare of all concerned:

"Columbus, O., March 31, 1906.

"Gentlemen: Under the direction of the Central States Talking Machine Jobbers' Association, conveyed to me at its meeting at Pittsburgh, Pa., on the 14th inst., I beg to bring to your attention the present status of the organization and its immediate plans for the general betterment of trade conditions, and to invite your active interest in its promotion.

"In order that you may be fully conversant with the progress of the association, permit me to briefly detail its inception and its achievements to date. On October 16 last invitations were issued by two Ohio jobbers to twenty jobbers in cities within an accessible radius of Columbus to assemble in this city on the 20th for a general discussion of the talking-machine business. Fourteen of the twenty were present, and a temporary organization was formed, with George Ilsen, of Ilsen & Co., Cincinnati, as president, and Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, secretary. The enthusiasm manifested at this preliminary meeting was so manifest that it was decided to form a permanent organization at a meeting to be held at Cincinnati, January 22, 1906. The attendance at the Cincinnati meeting was sufficient to insure the success of the movement, and the organization was christened the Central States Talking Machine Jobbers' Association.

"A constitution and by-laws was adopted, and the following permanent officers were chosen: President, George Ilsen; vice-president, E. P. Ashton, Detroit, Mich.; secretary, Perry B. Whitsit. The secretary was instructed to communicate with every jobber in the United States, requesting their co-operation in prevailing upon the National Phonograph Co. to install some plan by which the expense of express shipments of monthly records might be obviated. Of the 158 jobbers who were addressed on this subject 110 heartily pledged their support, 6 objected, and 9 asked for more mature deliberation.

"The replies of these gentlemen were read before the meeting held at Pittsburgh, C. H. Wilson, of the National Phonograph Co., and E. A. Hawthorne, of the Hawthorne & Sheble Mfg. Co., of Philadelphia, being present by invitation. Mr. Wilson assured the association that the National Phonograph Co. would do its utmost to bring about the desired change, but expressed the belief that its complete installation could not be accomplished satisfactorily within less than six months, for the reason that the manufacture of 750,000 new monthly records would have to be advanced at least fifteen days in order to enable the company to place them in the hands of dealers on distribution day. Mr. Wilson also addressed the association at length upon the past and present conditions of the Edison phonograph, and outlined as far as possible that company's future policy. He strongly commended the purpose of the association, and urged that its membership be so extended as to make its operation an influence of national scope. His suggestion was heartily approved, and the secretary was instructed to invite all jobbers not now identified with the work of the association to become members. This invitation is now officially and respectfully tendered to you, and the secretary trusts that he shall be honored with your favorable response.

"The potency and utility of the association, as you will readily understand, depend largely, if not wholly, upon the range of its membership and the fidelity with which its constitution, by-laws and rules and orders are obeyed. It cannot

but be distiuctively beneficial universally among the jobbers of the country, for the reason that its fundamental mission is the betterment of conditions surrounding credit, transportation charges and all other matters of material interest to the trade. The secretary will forward you a copy of the constitution and by-laws of the association upon request, and meanwhile hopes for your cordial interest and co-operation.

"Very truly yours,

"CENTRAL STATES TALKING MACHINE ASS'N.

"By P. B. Whitsit, Sec'y and Treas."

\* \* \* \*

On the receipt of the above communication, C. V. Henkel, president and general manager of the Douglas Phonograph Co., New York, was so impressed with its importance that he consulted with a number of other leading jobbers. They urged upon him the advisability of taking hold of the matter, authorizing him to request the Eastern jobbers to co-operate with the association of the Central States, and also make clear to them the potency of an organization among themselves on the same lines. This is Mr. Henkel's letter, sent on the 3d inst. to about sixty jobbers in New England, New York and New Jersey:

"Gentlemen: You have no doubt received a letter from Mr. Perry B. Whitsit, secretary of the Central States Talking Machine Jobbers' Association. It occurs to me that a similar organization, composed of Eastern jobbers, would be of general benefit to the trade, and I take this opportunity of suggesting an expression of your opinion. If sufficient encouragement is received to warrant such a move, it strikes me that immediate steps should be taken to bring about this result—at least, before next July.

"My idea is that if the proposed organization is in existence at that time a joint meeting could be convened subsequent to the last day of the Edison entertainment. This will be an excellent opportunity for a general meeting, as jobbers from all over the country will undoubtedly accept the invitation of the National Phonograph Co., and be in New York on that occasion. Kindly let me hear from you at an early date."

Replies warmly indorsing the project and pledging their support and co-operation were received from the following representative houses: Blackman Talking Machine Co. (J. Newcomb Blackman), New York City; Flint & Burkett Co., Springfield; Thos. Wardell, Lowell; and Eastern

Talking Machine Co., Boston, Mass.; Pardee-El-lenberger Co., New Haven, Conn.; Elmira Arms Co., Elmira; American Phonograph Co., Gloversville, and Forsyth & Davis, Kingston, N. Y.

Subsequently Mr. Henkel said to The World: "As I have remarked, the jobbers I talked the matter over with asked me to take the initiative, and I am pleased with the returns so far (on the 6th only). I believe in a national association ultimately, but first let us form our associations for the different sections, and the other will follow. Many questions are constantly coming up that are only understood and are of interest first locally and then sectionally, and can be disposed of or settled by those in touch with prevailing or common conditions. A good, strong association should be organized, and, so far as I can ascertain, we will be only too pleased to act in harmony with similarly associated jobbers elsewhere."

## EVERY DEPARTMENT INCREASED.

The National Phonograph Co. Are Doubling Their Manufacturing Capacity to Meet the Marvelous Growth of Their Business.

Plans for an extensive increase in every department of the Edison factory facilities have been approved, and are now in the hands of the builders. When completed the plant will have double its present capacity and will be of tremendous size. The addition made to the machine shop, now fully occupied, is 40x180 feet, three stories, built of reinforced cement. In the new power house, 50x80 feet, 25 feet high, a 750 horse-power Allis-Chalmers vertical engine, direct connected with 250-kilowatt generators, has been installed. Adjoining machine shop No. 1 a one-story concrete structure, 70x100 ft. in size, is now nearing completion. This will be used for the polishing department.

This month the work was begun of increasing the height of building No. 2 from one story to four stories. The present building is 60x275 feet in size and built of brick. This structure will be occupied by the departments now inadequately housed elsewhere. When this building is completed another railroad siding will be laid on the west side and the lower floor will be used for packing and shipping phonographs. This will provide two sidings, about 300 feet long, between buildings 2 and 17, which buildings will be connected by a roof over the tracks so that the cars can be loaded entirely under cover. The first floor of building No. 17, now used by the ship-

# "MEGA" FLOWER HORNS

## FOR CYLINDER OR VICTOR TAPER ARM MACHINES

*Most Attractive and Best Amplifying Horns*

**Junior Flower** For Cylinder Machines only

24 inches long, 16½ inch Bell

Made in Five Colors:

CRIMSON,  
BLUE,

OLD ROSE,  
VIOLET,  
MAGENTA.

**Senior Flower** For Cylinder Machines

32 inches long, 23 inch Bell

Made in Five Colors.

**Victor Senior Flower** For Victor Taper Arm Machines

Colors same as Juniors and in addition Black with Gold Stripe.

**We are Exclusive Selling Agents in Mass., R. I., Conn., Me. and N. H.**

**ATTRACTIVE PRICES QUOTED TO DEALERS**

Send for Circulars, Color Sheets and Prices

**THE EASTERN TALKING MACHINE CO.**  
**177 Tremont Street, Boston, Mass.**

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES  
Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS



ping department, will be used for record shipments only. These arrangements will permit the loading of cars with phonographs on one track and other cars with records on the west track.

A little later an entirely new record moulding building will be erected. This will be 200 feet long by 75 feet deep. All of these improvements have been definitely decided upon and will be completed within a year. With the construction of the buildings now going up or decided upon every department throughout the factory will have double its present facilities, and they will make it possible to manufacture twice as many phonographs and records as at present. Early last month ground was broken for a new office building, an improvement that has been sorely needed for a long time, but which has had to await the completion of buildings and additions needed to meet the demand for goods. This building will also be of reinforced concrete, four stories high, with an ample and light basement for files. It will be 137 feet long on Lakeside avenue and 50 feet deep. This building will provide ample room for the office force for years to come.

### REUNION OF EDISON JOBBERS.

Will be the Guests of the National Phonograph Co. for the Week Commencing July 16—Splendid Programme Arranged.

After being under consideration for two years, the National Phonograph Co., Orange, N. J., have invited all Edison jobbers to come to New York during the week of July 16 as their guests, say "howdy," and enjoy themselves at the company's expense. The official programme—a dainty brochure, printed on creamy, deckle-edge paper and bound with silk cord—has been sent the jobbers, and when the acceptances are received, formal invitations will be issued in a specially handsome form. The programme is appended:

Complimentary entertainment to Edison jobbers by the National Phonograph Co., July 17, 18, 19, 20, 1906.

TUESDAY, JULY 17.

Registry of Guests.—Headquarters, in charge of our own officials, will be opened at the Waldorf-Astoria Hotel, Fifth avenue and 34th street, New York City, at 2 p. m. Out-of-town visitors are urged to reach New York on this day and first report to our headquarters. Detailed information concerning arrangements will be furnished later. This hotel will be the home of visiting jobbers from the time of their arrival until Saturday morning, July 21. Local jobbers are also requested to register at headquarters either Tuesday p. m., or Wednesday, July 18, before 9 a. m.

WEDNESDAY, JULY 18.

Visit to Edison Laboratory and Factories at Orange, N. J.—Automobiles will leave the hotel at 9.30 a. m. for the Erie Railroad ferry, foot of West 23d street, connecting with special train for the Edison Laboratory and factories at Orange, where a tour of inspection will be made under escort. Luncheon will be served on the grounds. The return to the city will be by special train, leaving at 4 p. m., arriving at hotel in time for dinner. The evening entertainment will include the Hippodrome (if open) or some other theatre or roof garden.

THURSDAY, JULY 19.

Seeing New York by Water and Visit to West Point.—Automobiles will leave the hotel 9.30 sharp for the foot of East 31st street. The Iron Steamboat "Cepheus" has been chartered, and will leave the pier at 10 a. m., sailing around Blackwell's Island, thence down the bay and up the Hudson to West Point, where a landing will be made (through the courtesy of Col. Mills), and our party will have an opportunity of inspecting the U. S. Military Academy. The daily dress parade will take place at about 6.30 p. m., and immediately after we will re-embark for the return to the city, which will be reached at about 10 p. m. Luncheon, dinner and other refreshments will be served on the boat, and suitable music will be provided by the Edison Concert Band.

FRIDAY, JULY 20.

Seeing New York by Land, and Banquet.—Arrangements have been made for an automobile sight-seeing trip, including Fifth avenue, Central Park, Grant's Tomb, and Riverside Drive, leaving the hotel at 2 p. m., returning about 4 o'clock. The entertainment will conclude with a dinner, to be served in the Astor Gallery at the Waldorf-Astoria at 7 p. m., at which Thomas Alva Edison will be present. During the banquet an interesting musical programme will be rendered by the Edison Symphony Orchestra, and a short entertainment will be furnished by Edison artists.

"STAG."

F. K. Dolbeer, chairman of entertainment, has been authorized to spare no expense in making the visit of the Edison jobbers a memorable occasion, and as he is an adept in the gentle art of generous hospitality, its success is assured as a foregone conclusion.

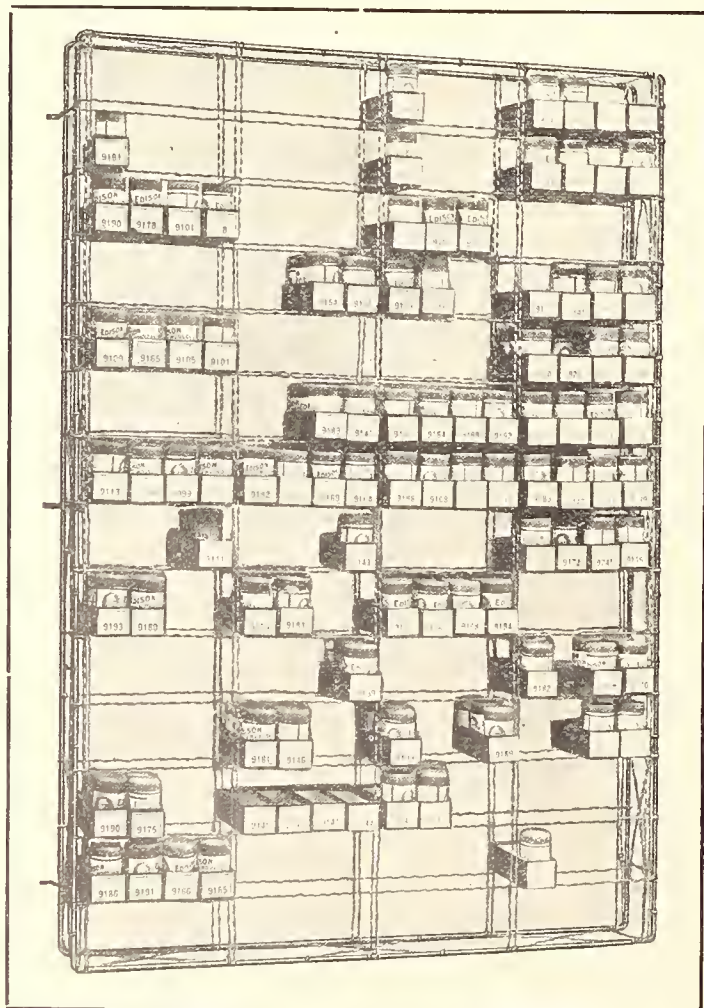
### TRANSCRIBING ON A TRAIN.

Traveling Officials Now Use Commercial Talking Machines for This Purpose.

Since the man who is at the head of the Columbia Phonograph Co.'s commercial graphophone department, J. W. Binder, proved that it was possible to dictate and transcribe from a graphophone on a rapidly moving train, a number of traveling railroad officials have taken advantage of the use of the machine in this direction, says the Columbia Record. The traveling auditor of one of the largest roads running out of Cleveland has one of the machines with him constantly. His schedule is mapped out a week ahead, and his mail reached him every morning at the place appointed on the schedule. He dictates his replies and sends the cylinders to Cleveland by express. They are transcribed, shaved, and a fresh lot await him next morning at the scheduled place. For this man there is no "stacked-up" desk when he returns from his trip.

# The Syracuse "Multo-Record" Rack

## Is the Latest Result of Racking Our Brains for New Rack Ideas.



HIS latest addition to the Wire Record Rack family is sure to meet with the favor of those dealers who carry a number of each popular record. The illustration shows the regular stock size of this new style rack, 7 feet high, 4 feet 6 inches wide.

This Rack has a capacity of 240 Trays, each tray containing three Records. The Racks can be set against the wall, fastened back to back or set here and there in the store or department. No shelving is necessary; the Rapke label system can be used in connection with it; its extreme lightness renders it portable at all times; in short, it is a Practical Combination of "The Heise System" of Racks with the Rapke Label and the Tray System.


Size illustrated is ready to ship. The Racks can be made to order, however, to accommodate any number of records to a tray and any number of trays to a rack. Price on needed sizes sent promptly. Send for estimates and ask for a catalogue of all Syracuse Wire Record Racks. "The Heise system" means economy in space, saving of time and the eliminating of damage.

**Syracuse Wire Works,**  
"Record Rack Dept." SYRACUSE, N. Y.



# Our Regular Line of Disc Records COMPARED WITH \$5.00 DISC RECORDS Loses Nothing by Comparison

F. DAVIS, Pres't & Treas. H. C. SCHWAB, Vice Pres't. H. M. SAMSON, Secretary



**ROTHSCHILD & COMPANY**  
WHOLESALE & RETAIL MERCHANDISE  
7 ENTRANCES - Union Loop Bridge  
STATE & VAN BUREN STS.  
Chicago, March, 29, 1900.

NEW YORK OFFICE  
"ROTHSCHILD BUILDING"  
LEAHurst & West Broadway

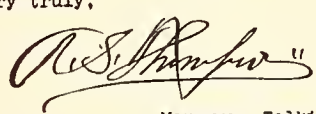
Columbia Phonograph Co.,  
90 & 92 West Broadway,  
New York.

Gentlemen:

I am handing you to-day an order for May records. I wish to congratulate your Company on the excellent selections and high quality of the May list. In all my Graphophone experience for the past seven years I am free to say that in my opinion, the May records are the finest that have ever been put out by any company, and I predict a very large sale on the majority of them.

Yesterday, while listening to the new records, I played "Home, Sweet Home," a \$5.00 Melba record; then I played your "Home, Sweet Home" by Miss Vincent before a critical audience of possibly 50 people. They were unable to tell which was the \$5.00 and which the Columbia record. All agreed that one was as good as the other. Hoping to see more of her records on the June list, with kindest regards, I am

Yours very truly,



Manager, Talking Machine Dep't



**Columbia Disc  
Graphophone**  
Champion (B.H.)  
**\$30**

The above letter from one of the largest retail talking machine dealers in the United States, echoes the opinion of thousands of delighted customers.

We assure the trade that the June list will be favored with even greater praises.

**Miss Vincent** appears again with the famous Irish Air, "Killarney," (12-in. disc).

**Lew Dockstader**, the Greatest American Minstrel, sings his latest success, "Uncle Quit Work, Too."

**Mr. David Bispham** will be heard for the first time, beginning in June, with a series of disc records. Songs from this famous Grand Opera Barytone will be in very great demand.

Remember, Mr. Dealer, that the truly successful dealer of to-day is getting into the "Columbia Band Wagon." The whole procession is moving Columbia-ward. Will *you* join it?

## COLUMBIA PHONOGRAPH CO., Gen'l

Wholesale Headquarters, 90-92 West Broadway, New York City.

Largest Talking Machine Manufacturers in the World.

Grand Prix, Paris, 1900.

Active Dealers Wanted Everywhere.

Double Grand Prize, St. Louis, 1904.



## TALKING MACHINE SALESMEN FORM ASSOCIATION.

Elect H. R. Skelton, President—Business in Excellent Shape—Columbia Co. Establish New Department—Eastern Talking Machine Co.'s Cheering Report—Winchell Co.'s Publicity Plans—Boston Cycle Co.'s Great Business—International Phonograph Co. Open Up—Other Items.

(Special to The Talking Machine World.)

Boston, Mass., April 7, 1906.

This has been a busy month among the talking-machine dealers in Boston and vicinity. In fact, many of the dealers, both wholesale and retail, report that it has shown the largest volume of business in their history. All report that it is absolutely impossible to get machines and records enough to fill their orders. As one man said today: "If we fill fifty per cent. of our orders, we consider ourselves lucky."

The inability of the big retail stores in Boston to supply their customers has made business with the smaller dealers in the suburbs particularly good. When a customer finds that he cannot

committees were appointed: Entertainment—W. J. Fitzgerald, Henry Winkelman, W. L. Veale, H. L. Rayer, Kenneth Campbell.

A constitution and by-laws were adopted, and the members are well pleased with the excellent prospects. The principles of the organization are such as will promote the best of feeling between employe and employer, the jobber, manufacturer and retailer. It is hoped at an early date to have a banquet and jollification to celebrate the birth of the organization. It is expected that the association will accomplish much toward bettering the condition of the talking-machine business in the East. It is hoped, before long, to have a club room whose doors shall be open at all times to men directly interested in the talking-machine business. There is to be no discrimination between the various makes of machines. All look alike to the association.

Harry R. Skelton, the first president of the New England Talking Machine Salesmen's Association, is a young man who has won success by his own efforts. He started in the business five years ago with the Columbia Phonograph Co. as salesman, and remained with them four years. When Mr. Ormsby organized the Boston Talking Machine Exchange, Mr. Skelton went with him and remained when the Winchell Co. bought out its business. He is now secretary of the Winchell Co., a corporation, and retail manager of the big store. Mr. Skelton is a hustler, and very popular among the boys.

A new department has been established at the Columbia Phonograph Co.'s store. It is in charge of Mr. Dinsmore, who comes from the Baltimore office of the company to look after it. He takes charge of all the outside business of the concern, particularly the instalment part, which he is systematizing and building up to great advantage. A new room has been constructed at the rear of the store for the high-class trade, and business is booming, particularly on the six-inch mandril machine. Retail Manager H. B. Blakeborough is responsible this week for a novelty in window decoration. He has arranged records, horns and boxes in such a way as to very faithfully counterfeit an automobile, and thousands of persons daily stop to look at it. Their smiles of interest and amusement at the clever conceit are an unconscious reward of merit to its originator.

As to the Eastern Talking Machine Co., the demand for machines and records is reported as twenty per cent. greater than the supply. It has reached the point where Wholesale Manager Chamberlain is paying heavy express charges on shipments in order to get them for the customers. Salesman Gateley said to the writer to-day: "I have learned more in regard to scientific apologizing in the last three months than I ever knew before. Customers come in with the money sticking out of their fists, anxious to have us take it away from them, and we can't do it. It

gets us discouraged, but we can't help it when we haven't got the goods. The Edison Co. are behind on their orders, but the Victor Co. are meeting the demand fairly well." The Eastern Talking Machine Co. make it a practice to have an Edison display in one window and a Victor display in the other at all times. They are among our most enterprising jobbers.

At the Winchell Co. the new record rooms are proving of great benefit, especially the room which has been set aside for the use of men who wish to smoke while hearing the record. This firm is the only one in the city which makes use of the opportunity to sell sheet music, and it does a large volume of business in this branch. Retail Manager Skelton has recently taken it in charge. Two young ladies, one of whom plays the piano and the other the violin, go over the music for the benefit of customers. A feature of this week's business is the fine exhibit of Columbia machines and records which has been made in the window. A figure of Columbia, dressed in white, occupied a prominent position,



PRESIDENT HARRY R. SKELTON.

get the records he wants from the big retailer, he goes to the small retailer and makes him do the hustling to get the records. The disc business is increasing by leaps and bounds, while the cylinder record business is phenomenal.

The chief item of interest in the city at present is the formation of the New England Talking Machine Salesmen's Association. This healthy young organization was brought into the world on March 30, at the store of the Eastern Talking Machine Co. Mother and child are doing well. The following gentlemen were elected to fill the various offices: President, H. R. Skelton, retail manager of the Langley & Winchell Co.; vice-president, W. F. Hawes, department manager, Houghton & Dutton; secretary, S. J. Freeman, Eastern Talking Machine Co.; treasurer, F. E. Lane, Columbia Phonograph Co. The following



WINCHELL CO.'S HANDSOME SHOW WINDOW.

and the display of machines and records is very fine indeed. It is the work of Mr. Skelton.

"Our March and February business was larger than ever before in the history of the firm," said Manager Andrews of the Boston Cycle Co., one of the largest jobbers of Edison goods in the city. "We ordered more goods than we had ever ordered, but our supply was exhausted before we had filled two-thirds of our own orders." The Boston Cycle Co. have recently enlarged their already large plant, thereby developing their manufacturing business greatly. Their patented box for carrying records is a great hit. Mr. Andrews is now developing a horn stand that he says will be the best thing on the market, and the cheapest. The new tray system is catching on with the dealers in remarkable shape, and orders for the complete outfit are in every mail. They are excellent for displaying Edison records.

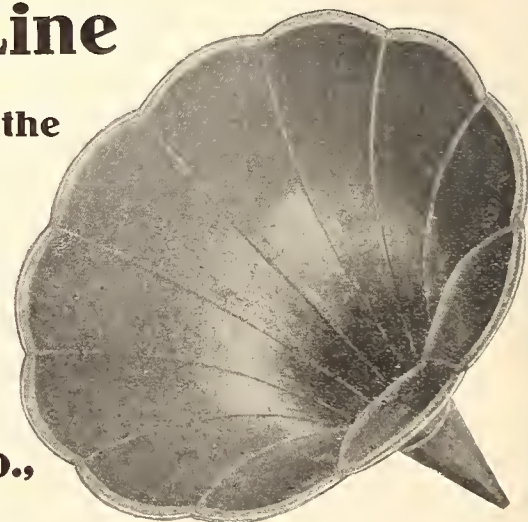
The International Phonograph Co., corner Cornhill and Washington streets, have recently opened a branch store in Bowdoin Square, called the Bowdoin Square Phonograph Co. B. M.

## The Most Complete Line of Flower Horns on the Market.

THESE horns are made by competent workmen from the best material obtainable, carefully finished by special machinery for the purpose.

Write for Catalogue and Price List.

**New Jersey Sheet Metal Co.,**  
Manufacturers,  
**NEWARK, N. J.**





Sharfman is in charge there, while M. Wolf remains at the main store. They carry the Edison, Victor and Zonophone, and Mr. Wolf declares that he has the smartest record salesman in the country in little Miss Marion Silva.

"Don't talk to us about supply and demand," is the word from Iver Johnson Co., where Mr. Boyd is getting gray in trying to fill orders. "If we fill half of the orders we receive we call it well done."

E. A. Hawthorne and William McArdle, of the American Record Co., were visitors to the trade this week.

At the wholesale office of M. Steinert & Sons Co., Victor jobbers, Manager Cornell reports an exceedingly good business. The list of branch stores is increasing each month, and there are still more to follow. The list is intended to total 36 before it is finished.

A decided increase in the demand for high-grade instruments is noticed in all the stores, and the month of April is looked upon as sure to be a record breaker.

## BENTEL GETS BEST OF FIRE.

Cleaned Out of Old Quarters—Damage of \$25,000 With Ample Insurance—In New Store at 435 Wood Street.

(Special to The Talking Machine World.)

Pittsburg, Pa., April 9, 1906.

The Theo. F. Bentel Co., the well-known dealers in talking machines and supplies, who were in process of moving to their new quarters at 435-437 Wood street, suffered a loss of \$25,000 by fire on Saturday of last week, with ample insurance to cover loss. The fire started on the second floor and was caused by crossed electric wires. About 35,000 records, comprising Edison, Victor and American goods, were destroyed. They had just received \$5,000 worth of grand opera records, which were also lost. Fortunately before the fire occurred a great deal of stock had been removed from the old to the new quarters. There will be no delay in business, as stock was at once ordered by wire, and is reaching them this week. So they will be in full swing without any great delay and able to cater to all orders as of old for machines, records and supplies.

## TALKING MACHINE JOBBERS MEET

In Pittsburg and Transact Much Important Business.

(Special to The Talking Machine World.)

Pittsburg, Pa., March 30, 1906.

The Central States Talking Machine Jobbers' Association held a meeting at the Fort Pitt Hotel during the closing days of last week, and transacted much important business relating to their interests. The last meeting of the Association was held at Cincinnati. The officers of the Association are: George Ilsen, Cincinnati, president; E. T. Ashton, Detroit, vice-president, and P. B. Whitsit, Columbus, secretary and treasurer. Following the meeting there was a banquet which was attended by about twenty jobbers. According to the officers there is a growing interest in the Association and the membership is steadily increasing. They expect to accomplish much not only for their own interests but for the betterment of the industry, which is rapidly becoming an important one.

C. H. Wilson, of the National Phonograph Co., and Mr. Hawthorne, of the Hawthorne & Sheble Co., were present, and the former entertained the assemblage with a long talk on the past and present conditions of the talking machine business, and outlined as far as possible the possibilities for the future.

The association decided to invite every talking machine jobber throughout the United States to join, as they figure that the object of the association could be better achieved by a larger membership. The meeting throughout was a very enthusiastic one, and those present felt they had a great deal to be proud of in having secured the twenty jobbers they first started out to get for members.

At the close of the meeting Mr. Wilson enter-

tained all present, ladies as well as gentlemen, at a splendid banquet, which was a most delightful affair in every respect.

The next meeting of the association will be held in Cleveland, O., on May 22, when a large attendance of jobbers from all parts of the United States are expected to attend.

## VIM COMPANY FOUND GUILTY

Of Violations of Injunctions Against Price Cutting Brought Against Them by the Victor Company—Punishment to be Fixed.

(Special to The Talking Machine World.)

World Office, 195 Wabash Ave.,

Chicago, April 10, 1906.

Master in Chancery Sherman of the United States Circuit Court has filed his report in the contempt proceedings instituted by the Victor Talking Machine Co. against the Vim Co. and L. A. Olmstead, of Chicago. The master finds the Vim Co. guilty of all three violations of the injunction against price cutting, as charged by the complainant.

The hearing was begun last October, and the matter has been bitterly contested by the defendants, who had tried, it is claimed by the complainants, to cover up violations of the injunction. This was done, it is alleged, by the Vim Co. selling an old record for eight cents and then immediately receiving it in exchange and allowing 35 cents on it.

The Victor Co. has given proof that it intends to continue its policy of protecting its dealers and patrons against price cutting regardless of cost. The policy of maintaining prices has worked out to the advantage of the public as well as the dealers, as it has permitted a constant improvement in records and appliances and has given the whole public the benefit of a forty per cent. reduction in the price of records.

The punishment of the Vim Co. will be fixed by one of the United States Circuit Court judges. The Victor Talking Machine Co. was represented by its general counsel, Horace Pettit, of Philadelphia, and by Attorney C. N. Goodwin, of Chicago.

## PRIZES FOR EASTER WINDOWS.

Victor Talking Machine Co. Offer Prizes Running from \$10 to \$50—Competition Closing April 20th.

The Victor Talking Machine Co. are offering prizes for the best dressed Easter windows—\$50 for the first award and \$10 each for five of the next best. The competition closes Friday, April 20. The following prizes were awarded in the second competition of Victor windows: Fifty dollar prize window, dressed by Ellis Hansen, with Sherman, Clay & Co., San Francisco, Cal.; "Evening Star" window, dressed by F. J. Collingwood, with C. J. Jackson & Co., Findley, O.; "There's Music in the Air," dressed by Geo. J. Mauch, with Saunders Music Co., Ottawa, Kan.; Valentine window, dressed by George C. Silzer, with Harger & Blish, Dubuque, Ia.; "Kubelik" window, dressed by Brown, Page & Hillman, Peoria, Ill.; "The Victor Family," dressed by Antone Heindl, with Powers & Henry, Pittsburg, Pa.

## UNIQUE TALKING MACHINE CO.

On account of increased business, the Unique Talking Machine Co. have closed a lease for the next three years on the three-story brick store building, No. 1016 Prairie avenue, Houston, Tex., and are now doing business there. They have installed the Hawthorne & Sheble unit record system. It is claimed this concern hold the record as "the pioneer talking-machine house in Texas." They became interested in them as far back as 1890, when they used the old-style machines in connection with court reporting work, and from that graduated into the first Houston (if not Texas) dealers. Their present store is 30 feet front by 100 deep, and is devoted exclusively to talking machines. They handle the Victor, Edison and Columbia machines, and the American and Zonophone records,

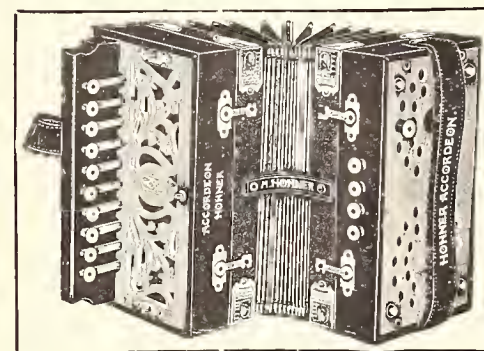
"It's the Easiest Thing in the World" to Sell

# Hohner Harmonicas and Accordeons



A Good Side-Line for Talking Machine Dealers

Small Stock  
Little Capital Required  
Big Demand  
Big Profits



## Mr. Talking Machine Dealer:

You have the facilities, why not handle Harmonicas and Accordeons and make an extra profit? There's a demand for these goods everywhere and it will require but a small investment to get a share of the business. The Hohner Harmonicas have been on the market for half a century during which time they have satisfied the desires of the most critical. The name "Hohner" is now a household word amongst the harmonica and accordeon playing public, and the mere announcement of the fact that you have these goods for sale will be sufficient to bring you numerous inquiries for them.

ANY JOBBER CAN SUPPLY YOU

A Postal Will Bring You  
the Latest Catalogue

**M. HOHNER**  
475 Broadway, New York



# ZON-O-PHONE

## Records are better

Don't believe us, we might be prejudiced.

### How we will prove it to you:

36 of 'em in your own store and no expense to you (we prepay the express).

We will gladly ship by prepaid express to any dealer, east of the Rockies, 36 Zon-o-phone records to try. Twenty-five of them are the April Supplement and the remaining 11 are selected from former lists. In selecting the 11, we confined ourselves to records made by other Companies in either 10 or 12 inch size so as to aid you in making comparison.

In testing and making comparison, we offer the following suggestions:

First play our entire April Supplement and note the large variety of selections as well as the number of late attractive "hits." Also note the naturalness of tone (not high and pinched or tubby, but soft, mellow and pleasing).

Second, put on several Zon-o-phone Records and listen for the scratch; then put on any record of any other make, note and compare them.

Third, select the same selection in any other make, compare the records carefully, and if there seems to be a question as to which is the better, listen to just one strain of one record, then to the same strain on the other, trying to select each individual instrument, noting the pleasing tone quality of the whole, also the scratch.

Fourth, select a Zon-o-phone Record and a new Record of any other make and play them an equal number of times until one of them wears out, being sure to change the needle each time.

If, after making these tests, you are not satisfied that Zon-o-phone Records are better than any other records on the market, pack them up carefully and return them to us at our expense.

Please bear in mind that we are not sending you the "cream" of our lists, but first selected the April list which is 25 records as they come; we then selected 11 records, confining ourselves to records listed by other Companies.

### Zon-o-phone Records have the following advantages:

- 1st. The record thread is finer, enabling us to get more on a record.
- 2nd. The surface of the record is smoother than any other disk record (less scratch).
- 3rd. Our material is harder and tougher, making it wear longer.
- 4th. Our tone quality is mellow and natural, not high pitched and metallic.
- 5th. We list more new "hits" each month than any other Company.
- 6th. **Zon-o-phone 10-inch Records, only 50 cents.**

OUR LABORATORY is located in the theatrical district of New York, enabling us to get talent impossible to obtain outside of New York City. This also enables us to secure the latest "hits," as practically all popular music originates in New York (the home of the theatrical profession in the United States).

Our system for selecting a monthly supplement list is as follows: We make between 40 and 50 records a week or upwards of 160 a month. We begin by listening to the entire lot and throwing out the worst. We continue repeating this process until we have only 25 left. The balance we destroy. This is very expensive, but we believe it pays, as a good record is an everlasting advertisement.

We should be pleased to have you become one of our Dealers and place your standing order with us for new records each month.

---

## UNIVERSAL TALKING MACHINE MFG. CO.

28 Warren Street, New York



**BUSINESS CONTINUES BRISK.**

**Orders Reaching Manufacturers From Every Part of the World—Jobbers Complain of Shortage, But Manufacturers Are Making All Efforts to Fill Demands.**

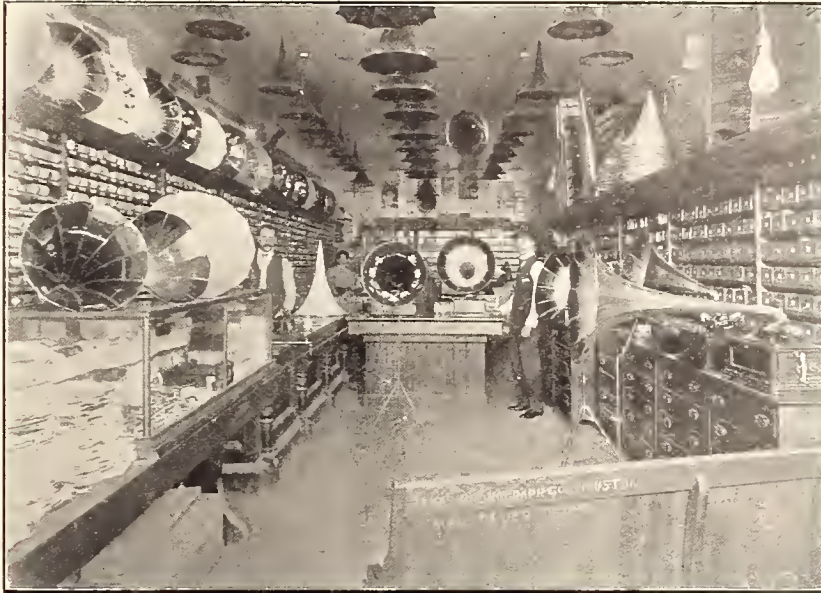
One month is like another in the talking machine world, so far as business is concerned now. Manufacturers who were estimating a sufficient quantity of machines, records, horns, cabinets, etc., would be turned out to relieve the pressure, confess their astonishment over the constantly increasing instead of decreasing demand. They have not caught up on orders, and candidly declare their inability to meet the call for goods excepting on the allotment plan, notwithstanding recent and current enlargements of plants and expansion of facilities. Jobbers are very much in the same predicament. While houses of this classification are scattered over the entire country, with the supposition of taking care of their immediate territorial trade, the most conspicuous concerns in the line, no matter what their locality, transact a national business, according to the enterprise, far-sightedness and broad-gauge policy pursued. Establishments of this description have suffered keenly from the shortage in stock, a condition the manufacturers are doing their utmost to mitigate, but so far with no great degree of success. The business is spreading out as never before, and new additions to the line of jobbers and dealers are being made almost daily, the traveling men for the various companies making new high selling records and creating fresh trade in the most unexpected quarters.

Inquiries and orders by mail have never been so many or from points so widely scattered, not only here but from abroad. The same post to one house, for example, will contain letters from dealers or users from Newfoundland to the City of Mexico, and from New York to the Philippine Islands and other countries of the Orient, not to mention Europe and the South American countries. One concern ordered one million needles, others everything imaginable in the line. The most wonderful manifestation, however, in this vast mass of correspondence, covering only a short time, is that not a note of complaint or discouragement was penned. The eagerness for goods—of the best quality, too—was the keynote, and up-to-date articles, whether in this market or forthcoming, were inquired about and discussed. For solid enthusiasm, no line of business in the world approaches that pertaining to talking machines, whether they are in the entertainment class or devoted to commercial purposes.

The Jordan, Marsh Co., of Boston, have greatly enlarged their talking machine department.

**A GOAHEAD TEXAS INSTITUTION.**

The Texas Phonograph Co., of Houston, Tex., was organized only 14 months ago, and in their first year of business purchased \$70,000 worth of talking machine goods. They are jobbing Edison and Zonophone machines and records, and by aggressive advertising and through continued efforts they have become one of the strongest factors in the talking machine business in the Southwest. The company was organized by H. M. Holleman, who, previous to the organization of this company had never handled talking ma-



RETAIL DEPARTMENT, TEXAS PHONOGRAPH CO.

chines. His first purchases in the business were jobbing stocks of the various lines which the company are now handling.

**SOME CHANGES IN THE STAFF.**

With the changes made in the staff of the Victor Distributing and Export Co., 77 Chambers St., New York, Daniel O. Mitchell goes to Camden, N. J., April 1 as manager of the Victor Talking Machine Co.'s export department. Richard S. Pribyl also switches to the parent company, and will travel the middle west and northwest, with headquarters in Chicago. He is expecting to be married June 19. Louis Silverman takes Mr. Pribyl's place with the V. D. & E. Co., and will look after the New England trade, making his first trip Thursday. A. D. Doty continues to acceptably fill his old post as traveler at large, and recently closed a deal with the Hecht chain of department stores, scattered through the south, with the head center in Baltimore, Md. This means Victor goods in all these establishments. The V. D. & E. have rearranged their

wholesale department now that the export section has been eliminated.

**NEW YORK JOBBERS MEET**

**And Will Form an Eastern Organization at Next Meeting.**

Tuesday evening last (April 10) a meeting of the leading New York jobbers was held at the office of the Blackman Talking Machine Co., 97 Chambers St. Matters of general importance were discussed, final action being postponed until the next meeting, which will be held Tuesday, April 24, at the Bettini Phonograph Co.'s warerooms, 156 West 23d Street, New York. J. Newcomb Blackman, of the Blackman Talking Machine Co., acted as chairman, and J. P. Kelcey, manager talking machine department, Matthews Bros., Brooklyn, secretary. Besides these, others present were: A. H. Jacot, of Jacot Music Box Co.; S. B. Davega; John W. Blackman, of Blackman & Son; William Freeland, manager, with I. B. Davega; Victor H. Rapke; Johu Kaiser, with Douglas Phonograph Co.; Bettini Phonograph Co., and Alfred Weiss.

**NEW CANDIDATE FOR FAVOR.**

The new machine of the American Record Co. (Hawthorne, Sheble & Prescott, sales managers), Springfield, Mass., has made its appearance, being shown recently at their New York office, 241 West 23d street. It is of the taper or tone arm type, and with a mechanical feed attachment controlling the reproducing point or needle. The arm is detachable, and a permanently attached receptacle is provided for used needles, a clever idea, and which is also a handy arm rest. The cabinet, of piano-polished mahogany, has a hinge top. Their new sound box, with special diaphragm, contributing materially to soft, smooth tonal effects, completes what is considered a decided acquisition to the line of up-to-date machines, and which will doubtless focus the attention of the trade when the company is ready for the market.

**THE MULTI-RECORD RACK.**

The new style "Multo-Record" rack which is being introduced to the trade by the Syracuse Wire Works, Syracuse, N. Y., is destined to prove a great favorite. This rack appeals to dealers who are desirous of using the pasteboard trays and Rapke labels. The indications are that there will be a heavy demand for this style as soon as it is known that the Syracuse Wire Works have it in their catalogue.

**MADE MANY CUBAN "MASTERS."**

Last month George Werner and Fred. Burt, connected with the recording department of the National Phonograph Co., returned to New York from a three months' visit to Havana, Cuba, where they made over 300 masters of Cuban selections by native artists. Their efforts were directed by Rafael Cabanas, manager of the Mexico office of the company, who made a special trip to Cuba for the purpose. At the conclusion of their work, Messrs. Werner and Bert gave an entertainment and dinner to a party of dealers and newspaper representatives.

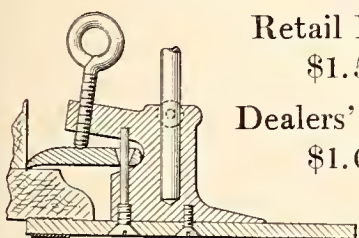
The Lowman & Hanford Stationary Co., of Seattle, Wash., report a magnificent trade in talking machine supplies.

# Rapke Horn Crane No. 15

(Patent applied for)

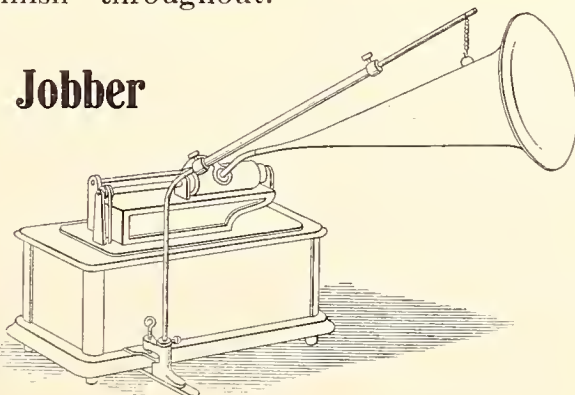
Universally recognized as the "leader" in horn supports. Simplest and best ever produced. Will support any horn up to and including 36 inches. Handsome nickel finish throughout. Fits into small space.

## Order Through Your Jobber



Retail Price,  
\$1.50

Dealers' Price,  
\$1.00



**VICTOR H. RAPKE, Manufacturer, 1661 Second Ave., New York**

Rapke is now manufacturing labels for Edison, Columbia and Victor Records. Ask your jobber for particulars.

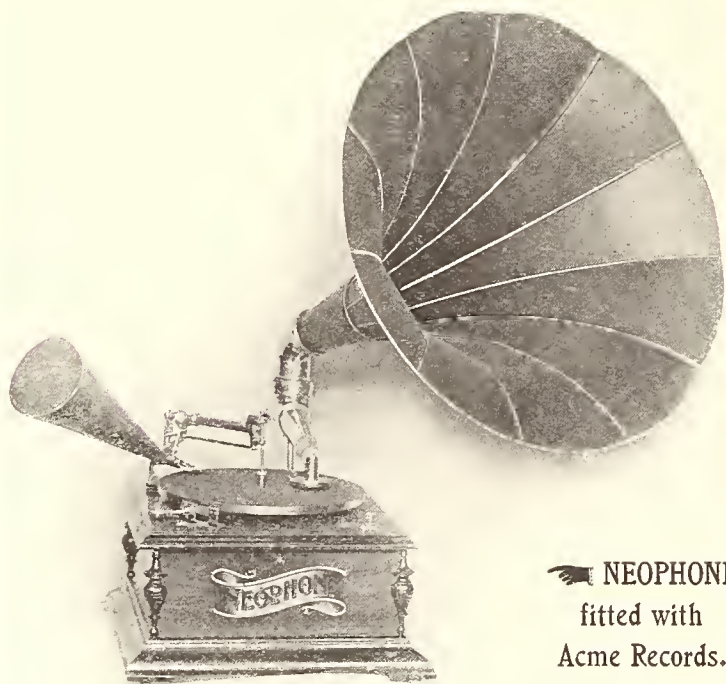


# IT SELLS ITSELF THE NEOPHONE

**DISC-PHONOGRAPH** (System Dr. Machaelis)

Patented in U. S. A., U. K., France, Germany, Austria, Russia, Italy, Canada, India, Australia, Etc.

**POINTS ABOUT THE  
N-E-O-P-H-O-N-E**  
NO NEEDLES TO CHANGE  
PERMANENT SAPPHIRE REPRODUCER  
\* INDESTRUCTIBLE DISCS \*  
GREAT VOLUME \* NATURAL TONE



NEOPHONE  
fitted with  
Acme Records.

## Neophone Home Recorder

This device is the last step in making the Disc Machine the most popular type—with it records can be made at home on *any disc machine*—records of far greater volume and higher quality than is possible with cylinder machines.

Price, complete with 6 blanks, \$12.50

THE NEOPHONE is a combination of *all* the best features of *all* types of talkers. It gives reproductions as sweet as the best gold moulded cylinders, yet of as great volume and brilliancy as the leading discs—and the prices are 50% less. Neophone Disc Records are unbreakable, light and practically indestructible. They do not grow “grey with age” after being played a few times.

## NEOPHONE BUSINESS IS BIG BUSINESS

In consequence of their great value and general excellence, Neophones and Neophone discs are ready sellers at all seasons. Just think—9 inch Disc Records at 20 cents and 12 inch at 40 cents. This announcement in your show window will attract crowds of customers. Don't you want your share of the business?

NEOPHONE	B	B'S
	(BUSINESS)	(BRINGERS)
Discs, 9 inch, Retail Prices,	- - -	20c.
“ 12 “ “ “ - - -	- - -	40c.
“ 20 “ “ “ - - -	- - -	\$2.50
Machines, - - -	\$2.50 to 100.00	
Home Recorder, with 6 Disc blanks,		12.50
Repro-Neo (a special sound-box which enables users of other disc machines to reproduce Neophone discs and records made at home) - - -	- - -	5.00

Large Discounts to Dealers.

ALL COMMUNICATIONS SHOULD BE ADDRESSED TO

**NEOPHONE, LIMITED,** AT THEIR TEMPORARY OFFICES,  
12 West 28th Street, New York City

Where Dealers are cordially invited to call and examine samples of the Neophone product.

TELEPHONE, 5187 MADISON SQUARE.

Head Offices: 1 Worship Street, LONDON, E. C.

PARIS

BERLIN

MILAN



*You can see*  
***The NEOPHONE***  
**Right Here in New York!**

---

¶ The most wonderful talking machine in the world.

¶ Pronounced the best by experts.

¶ You can make your own records on the discs.

¶ Has an indestructible sapphire reproducer.

¶ The biggest hit of the age.

¶ The London dealers are most enthusiastic over its selling qualities.

¶ Investigate and you will at once be captivated with its wonderful possibilities. Come and see it.

---

***NEOPHONE, Limited,***

*New York Office, 12 West 28th Street.*





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St. Louis Office: San Francisco Office:  
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**IMPORTANT.**—Advertisements or changes should reach this office not later than the 9th of the month and where proofs are required, by the 7th. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, APRIL 15, 1906.

TRADE conditions during the past month have been most satisfactory, and the complaints from talking-machine men have not been based upon a lack of business, but rather through an inability to secure the necessary stocks from the manufacturers. The great concerns, even with night and day shifts, have been unable to keep in sight of the orders which have been pouring in upon them from all parts of the world.

From present indications it would seem as if the summer months, instead of being dull, would be unusually brisk. Talking machines are going to be used more than ever on yachts and in parks, and with attenuated retail stocks on every hand it would seem as if the manufacturers will not be afforded an opportunity to create a surplus during the summer months.

NEW plants are being erected by some of the leading concerns, which within the near future will greatly augment their manufacturing facilities, and everywhere there are obvious proofs of a constant enlargement of the talking-machine industry. The general business of the country continues bright; there is hardly a cloud in the business sky. The coal strike seems to be diminishing, and as many widespread interests will not be affected as seemed apparent when the strike threats were first made.

This opinion concerning business is not only upheld by the correspondents of The Talking Machine World from the many jobbing centers, but is supported by personal observation gained by thousands of miles of travel, and we are inclined to the belief that 1906 will be the banner year not only in the talking machine industry, but in all others.

NATURE and foreign nations seem conspiring to make business good in America. The farmers are becoming plutocrats, and are lending money instead of borrowing. Cash discounts are being taken by many small dealers, who used to ask for credit, and the jobbers everywhere are urging the factories for early

delivery. The creative forces in all lines are consuming endless tons of raw material, and there seems to be money enough for everybody.

The trade prospects of the present season are most flattering. Combinations of capital and brains have blocked the power of competition that causes panics, and if it is possible to restrain the inordinate greed that results from such combinations the needs of the world can be supplied with less friction than ever before.

THE talking-machine industry is particularly fortunate in having at the head of the great institutions keen business men who are progressive, alert, and are ever ready to meet with the requirements of the trade. They are not hampered by trade traditions, either. They bring to bear upon the solution of business problems judgment which is not fettered by some old, moss-grown theories regarding the conduct of trade which is apparent in many industries—particularly the piano industry, where price cutting and slashing has been indulged in for many years. This has resulted in the injury of many personal business reputations, and naturally has injured the reputation of the instruments which have been placed in a position to bear the brunt of many a hard-fought battle.

A GOOD many talking-machine dealers have manifested their objections to The World in various ways anent the system of contracts which are enforced by the leading manufacturers.

We believe they are in error in assuming this position, for there is no system than can be of greater benefit to the talking-machine trade than the rigid enforcement of rules regulating prices, discounts, terms and conditions of sale. It means a co-operation in absolute good faith with the producing forces and the distributing forces, and a strict maintenance of correct business rules can only result in good to the industry.

The talking-machine business has a great future, and far-sighted business men recognize that that future must be seriously impaired for manufacturers, jobbers and dealers if correct rules are not enforced regarding the selling of the various kinds of merchandise.

IT may seem a little difficult at first to the men who have been used to easy, slipshod business methods to be compelled to live up to straight twentieth century business rules. But after they have become a little used to the new conditions they would no more think of going back to the old form than they would of taking the old stage coach instead of the twentieth century express as a means to reach the West.

The enforcements of contracts mean stability all around. It means that the dealer is afforded protection, and he knows that he is having just as square a deal as any other man engaged in the industry.

The maintenance of price is one of the greatest safeguards that can be placed about an industry, and there is no one better fitted to place the retail selling price upon a product than the man who manufactures it. The more one considers an iron-clad business contract in the selling of any line of merchandise, the better it will grow from every viewpoint. It is at once a splendid protection against demoralizing influences. Price stability will always keep the talking-machine trade on a high plane. The entire trade is broadening out in obedience to the higher laws of trade and commerce which regulate the business world.

IT is a mighty easy thing to demolish a business structure, and it is very difficult at times to build it up, and if there is to be no stability in prices in the talking-machine line, it will have a most demoralizing effect upon trade everywhere. Then, too, if the manufacturers create a variety of special brands for every jobber and dealer to exploit, that will mean a disorganization of trade. All of the influences which tend to build the industry up should be encouraged, and the dealers should stand by the manufacturers in all their efforts to assist the trade in every particular. They will all profit by good conditions, and they will all suffer if the industry goes down the hill rather than climbs up.

A SUBSCRIBER says: "Will you be good enough to express in the columns of The World your opinion of the legal controversy between Messrs. — and the — Co.?"

Most certainly we will not. We are not conducting a legal department in connection with this business, and the proper place to settle all of these differences is in a court legally organized for that purpose, and not in the columns of a trade paper.

It is our intention to present news at all times without prejudice, as well as other interesting features which may be of value to our readers; but we must be excused from entering into any expression of opinion concerning any of the many legal battles which are constantly being fought over patent rights in this industry.

We receive from time to time such communications as we have named above, and we wish that our position may be clearly understood. We do not propose to be dragged into any of these legal encounters, nor do we propose to give advice to legal authorities in matters of this kind. The courts seem reasonably competent to attend to legal matters, and we have no desire to invade their province.

THERE is nothing which will give a business dignity and character in the estimation of the public like elegant retail quarters, and the talking-machine dealers show a commendable spirit by good taste in the equipment of their establishment.

It is necessary to spend money to make money, and the man who caters to the public in any line must have some form of attracting the people, either in advertising which convinces, or in warerooms which attract. The day of indifference has gone by, and there is a spirit in this industry, which is manifest in the various departments, that tends towards up-building rather than tearing down.

ONE of the most prominent members of the trade said in a recent communication to The World: "I consider that your publication is to-day the most potent force in this industry, and I have been agreeably surprised to find the many returns which we have received from our representation in your columns. It seems that The World has an extensive following in every land, but what impresses me more than all else is the uniform fairness with which your paper is conducted, and your obvious desire to assist the trade."

Such a communication is indeed encouraging, and it is impossible to convey to all our friends appreciation of their kindly criticism. Sometimes we question whether any other trade publication has ever received the encouragement from so many friends as The World.



## TRADE NOTES FROM THE WEST.

Grand Opera Increases Talker Sales—Cable Co.'s Talking Machine Quarters—Rothschild & Co. a New Enterprise in Chicago—A Modifier on a New Principle—Columbia Graphophone Complimented—Other Items.

(Special to The Talking Machine World.)

World Office, 195 Wabash Ave.,  
Chicago, April 10, 1906.

Trade with the talking-machine dealers is good. No complaints are heard. Everybody handling Victor machines and records are, of course, exploiting the Red Seal records heavily just now, especially those made by the artists singing with the Metropolitan Opera Co. at the Auditorium. The result of this work will, of course, be in greatest evidence when the singers have fled, leaving only their heaven-compelling voices behind them.

The Cable Company have changed their plans about the location of their new talking-machine department. Instead of having it on the third floor of the main building, it will occupy the entire second floor of the annex. This is directly above the beautiful Cable Hall, which will naturally be used hereafter for talking machine as well as piano and vocal recitals. Mr. Harrison, who is to be the manager of the department, has some very unique plans in the recital line, which will insure the department a proper exploitation from the start.

The floor is being splendidly fitted up for the department. The offices and reception room will be in the front, and in the rear will be three handsome disc rooms and one cylinder record room. This will do as a start, but it is quite likely that the third floor will also be utilized in the near future. They will handle the Victor, Edison and Columbia lines; both the cylinder and disc machines of the latter company will be used. Also the American machines of the Hawthorne & Sheble Mfg. Co., and the American records.

One of the largest and best appointed talking-machine departments in Chicago is that of Rothschild & Co., the big State street department store. Mr. Thompson, the manager, is certainly a very ingenious man, and has introduced a number of unique features. They handle the Victor, Edison and Columbia machines. Combination outfits

are his specialty, and some very beautiful Victor machines with cabinets to match are shown, selling at \$150. One in the Vernis-Martin finish, gold, hand painted, has the machine set in the cabinet, the disc holder appearing on the top of the cabinet proper. There are several handsome record rooms, and every Wednesday, following the regular piano recital on the floor above, a "musicphone" recital is given. Last Wednesday, the first of the musicphone recitals, the Victor Red Seal records were used. Mr. Thompson also gives daily in one of the large record rooms downstairs recitals of various popular airs, illustrating them with stereopticon views. More than this, the stereopticons are for sale, including the slides, which are of Mr. Thompson's own devising.

A new enterprise in Chicago is the Chicago Talking Machine Repair Co. (not incorporated), 128 Dearborn street. The members are R. R. Browne and E. J. Ridenour. Mr. Browne is an all-round practical talking-machine man, who, after a couple of years at the bench in the Talk-a-phone Co.'s factory, came to Chicago and introduced their lines here and in adjoining territory. Later he represented James I. Lyons in Iowa and other Western territory. E. J. Ridenour, the other partner, is a thorough mechanic, and has been connected with large Chicago concerns. They not only do all kinds of repairing of talking machines, making a specialty of dealers' work, but also handle a full line of repairs of every talking machine made, and state that they can give especially attractive rates on both repairs and parts to dealers.

E. C. Plume, wholesale manager for the Columbia Phonograph Co., hied himself north last week and captured a big order from the Cable Company, who will handle Columbia machines and records, both disc and cylinder, in addition to their other lines when they get the new department in operation.

A new modifier which is just being introduced works on an entirely different principle from those heretofore manufactured. In form it is similar to a pear, and about the size of a very large one. It is inserted in the horn of the talking machine with the small end, which is open, towards the reproducer. It can be immediately removed or replaced, and thus while softening the tone of the loudest record can be

used within limits as a means of interpretation. This is often desirable, as all the average records have not been made by artists who have the interpretative faculty well developed, no matter how great their technical equipment may be. The modifier is made of brass, nickel-plated, and is hollow. In the "bell" of the pear-shaped device is an inner shell suspended so that its walls are about one-sixteenth of an inch from the outside walls of the device. The sound, traveling in a straight line from the reproducer, strikes the dome of this inner shell, rebounds, and then, passing between the walls of the inner shell and the modifier proper, is delivered through a lip-shaped aperture in the top of the device. A better idea can be obtained from the illustration which appears elsewhere in this issue. Rubber protectors around the mouth and the projecting part of the bell keep the modifier from direct contact with the horn. As a result of the various convolutions which the sound waves are forced to make in the modulating device the metallic sound, scratching, etc., is eliminated, the inventor claims, not only softening but greatly improving the quality of the tone. Owing to the pear shape of the modifier it can be used in any horn on any machine. This modifier is the invention of A. S. Thompson, manager of the talking-machine department of Rothschild & Co., Chicago, and is manufactured and marketed by The Graphophone Modifier Co., 279 State street, Chicago, in which Mr. Thompson owns a controlling interest.

Justice Timothy D. Hurley paid a big compliment to the Columbia Co.'s Twentieth Century Graphophone last week. His court is right over a 5-cent moving-picture show, which uses one of the big volume talkers to attract the attention of by-passers on the street. The Judge likes music, but so do the attorneys and the prisoners and the plaintiffs and the witnesses and the hangers-on. And that has been the trouble. When the full, rich and intensely loud tones of "The Anvil Chorus," or "Uncle Sammy," or "Everybody Works But Father" came surging up from below, the whole court went out of business and lapsed into a dreamy, abstracted, ecstatic sort of condition that did not exactly furnish oil for the wheels of justice. The Judge simply had to sacrifice his own musical taste rather than sacrifice business, and consequently notified the manager of the show that he would have him arrested and fined if he didn't call the graphophone off. Consequently the purveyor of music to the million no longer graces the front of the place of amusement.

Of course Lyon & Healy have taken advantage of the grand opera season to exploit Victor Red Seal records in Victor Hall. Among the stars who have dropped in to hear their own voices so far are Journet, Van Hoose and Chris Chapman, of the Metropolitan Orchestra and the famous maker of bell records.

Lyon & Healy had a big increase in business in March in their talking machine department, but that is nothing new.

The National Phonograph Co. have advised their trade that in order to give themselves a chance to get caught up on their orders, which are way behind, the Edison records for May will not reach the dealers until about May 15.

H. W. Noyes, secretary of Hawthorne, Sheble Mfg. Co., is having excellent trade on both the American machines, which are rapidly getting placed with the best concerns in the country and on the American records, which are steadily increasing in popularity.

The Edison Co., of Newark, N. J., have so improved their "S" repeater that it now has an adjustment at each end to suit any record, and appeals more forcibly than ever to jobbers and dealers. The best proof of the value of this device is the fact that wherever they have placed a sample they have received an order for from one to two dozen of each. In a recent chat with The World, President Petit said that they have had an extended correspondence from abroad asking for sole rights, etc., and desires through this paper to thank these dealers for their inquiries, and says they will hear from him.



## "THE WHITE BLACKMAN"

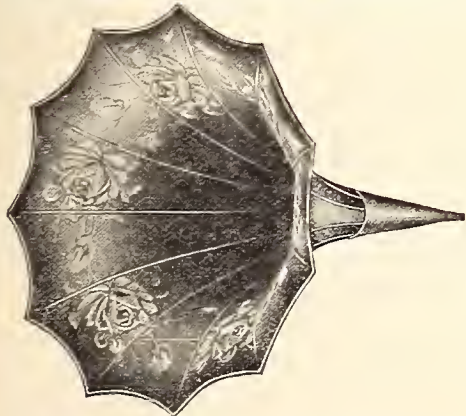
WILL GIVE YOU THE GOODS

AN  
**Edison**  
Jobber

Give me a chance to show you the prompt and careful attention I give EDISON and VICTOR orders. You lose the PROFIT and perhaps the CUSTOMER if you can't get goods quickly. I keep getting NEW CUSTOMERS and HOLD the OLD CUSTOMERS. You will know the reason if you send a few trial orders.

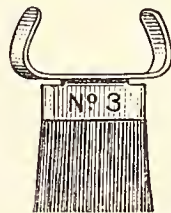
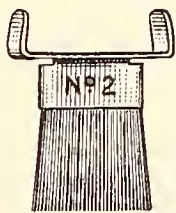
A  
**Victor**  
Distributor

### BLACKMAN FLOWER HORNS WITH HAND PAINTED FLOWER DECORATIONS.



(Style No. 12.) Size, 31x22 1/2 inch bell. Made in our new Style Pointed Bell, combining beauty and strength. Send for circular and Dealers' Prices.  
No. 11. Black and Gold (Chrysanthemum Decoration inside).  
No. 12. Black and Gold (White Rose Decoration inside).  
No. 21. Maroon and Gold (Pansy Decoration inside).  
No. 22. Maroon and Gold (White Rose Decoration inside).  
No. 32. Blue and Gold (Pink Rose Decoration inside).

### New Style Place Record Brushes.



PATENT ALLOWED.

No. 2 fits Standard or Home.  
No. 3 fits Gem or Triumph,  
on Old or New Style Models.

LIST PRICE, 15c. EACH.

We give DEALERS and JOBBERS a GOOD PROFIT. WRITE for DISCOUNTS and Samples.

The Place Brush clamps under the speaker arm and AUTOMATICALLY removes all dirt or dust from the RECORD, so the sapphire runs in a CLEAN TRACK and insures a GOOD REPRODUCTION.

WE OWN THIS INVENTION and WILL PROSECUTE INFRINGERS.

**Blackman Talking Machine Co.,** J. NEWCOMB BLACKMAN, Prop.  
GET THE BLACKMAN HABIT AND "The White Blackman."  
YOU WILL KEEP IT

**97 Chambers St., New York**





# STOP!

## A word with you.

**Y**OU would be interested if a man should offer you gold dollars for 50 cents, and you would be interested in a business proposition which would make you a good many dollars on a small investment. Would you not?

Every talking machine dealer knows that the record end of the business is the one that pays, and when you can buy the best records at prices considerably less than is ordinarily charged, it means money for the dealer—does it not?

## INTERNATIONAL 10-Inch Records For Forty Cents

The International 10-inch records are the best on the market to-day. Their reputation has been built up by making **quality** the keynote of the business, and when you consider the price at which they are sold to retail purchasers (**40 cents**) it means at once that they have a big selling power. Then when you go further and investigate what liberal discounts we allow, you will see that our proposition is the best one in the record line for dealers and jobbers.

## WHY?

Because the International affords better profits, and more of our records can be sold on account of the reduced price.

If you have not seen our records, place an order at once for an assorted dozen or a hundred, and it will mean that you will be pushing the International with vigor and vim. Don't delay this matter, for a delay means a loss of dollars to you, and it is dollars that most business men are desirous of gaining.

Where orders warrant, we supply special labels if desired. We carry a large stock, and are prepared to fill orders promptly. Just take the matter up with us and you will not regret it.

---

**International Record Company,** 42 Washington Street,  
AUBURN, N. Y.



## TRADE NEWS FROM ALL POINTS OF THE COMPASS

On the Eckhardt banner of new Columbia jobbers, additions to the long list already published, are The Cable Co., Chicago, a \$2,000,000 piano manufacturing concern, with retail branches in a number of leading cities, east, west and south. This is the company's entrance into the talking-machine business, and from the initial orders it looks as if they propose pushing that department with their customary energy and resourcefulness. The others include the Bowdoin Square Phonograph Co., Boston, Mass.; Seavey Bros., Haverhill, Mass., and the Portland (Me.) Talking Machine Co. Mr. Eckhardt made a quick trip to Buffalo, N. Y., on the 7th, returning to New York a few days later, to inspect the new quarters of the Columbia Phonograph Co.'s branch. The store, a short distance on Main street from the old place, is to be fitted up handsomely, and the stock installed representatively elegant.

The Symphonic Phone-Needle Co., New York, was incorporated with the Secretary of the State at Albany early this month, for the purpose of manufacturing phonographic needles and supplies. Capital, \$5,000. Incorporators: J. Archibald Manahan, A. C. Whitehead and J. W. Conway. Their product is illustrated and described in the company's premiere announcement on another page.

For the annual conclave of the Mystic Shriners, which assembles in Los Angeles, Cal., in May, J. O. Prescott, one of the sales managers of the American Record Co., a member of eminence and long standing, has made a "blue" record of the Shriners' famous Turque march. It is safe to say that in their trip across the continent the New York delegation will be regaled with a vivid continuous entertaining via the talking machine, with the best selections from the famous Indian collection and "J. O." doing the honors.

In the not far distant past John Kaiser, otherwise "Casey," the record talker, and William MacArdle, the entertaining traveling gentleman with a "blue" streak trailing wherever he goes, boldly and jointly remarked they had one of the greatest things that ever happened in talking-machine devices up their sleeves, individually and collectively. At the time of this frank observation the improvement was not quite perfected, but would "be shortly." Perhaps it is ready now, and this inquiry may lead to its uncovering. Speak up, gentlemen!

Having created and established a flourishing wholesale business, the Edwin A. Denham Co., 31 Barclay St., New York, will retire entirely as retailers. For the latter purpose they had fitted

up a commodious store at 50 East 125th street, which they now wish to dispose of to some energetic party desirous of entering the trade fully equipped and in an excellent location. The company's new cylinder cabinet machine is a foreign-made novelty that is attracting a great deal of notice, as is also their line of sample taper-arm disc machines. The latter is offered as a special bargain. J. Charles Groshut, general manager, who returned from a Western trip a short time since, where he bagged a big bag of orders, says the company are 20,000 machines behind on shipments. Of some types he says they cannot get enough. Mr. Groshut may make the European jaunt this summer if Mr. Denham cannot get away.

C. G. Pfeiffer, manager of the musical and talking-machine section of Borgfeldt & Co., the wholesale department store, with headquarters in New York, and branches in Chicago and St. Louis, is looked upon by the sales managers of the manufacturing companies as the coolest proposition they have occasion to see. One of these affable gentlemen, whose line of talk and engaging personality would easily gain him an audience with Kaiser Wilhelm inside of five minutes, says it took him three years before Pfeiffer would even have a look. He was landed finally, but it was the hardest kind of work.

When Pat A. Powers, the jobber of Buffalo and Rochester, N. Y., Pittsburg, Pa., and perhaps other places, was in New York the last time, on his way home he was accompanied to the train by a delegation of trade friends, who gave him a great send-off at the Grand Union Hotel. P. P. makes friends like the rolling snowball gathers the beautiful.

George Maxwell, manager of Boosey & Co.'s American branch music publishing house, who sails for Europe in the fore part of May, says he has a few ideas about record making, of which more will be heard on his return, perhaps. Besides the English firm, he also represents the leading "editors," as publishers are called on the Continent, and they are corraling or have, Mr. Maxwell states, signed the operatic talent for record making. The discs are to be made in "la belle Patee." Will they be imported? Depends on the attitude of the United States Courts on patent matters, a stumbling block which foreign makers animadvert upon in no pleasing frame of mind.

The Douglas Phonograph Co., New York, as an example of the existing shortage in goods, declare they could have sold last month 60,000 more Edison records if they could have got them.

Last month Fred Hager, leader of Hager's Orchestra making Zonophone records, resigned to devote more time to his music publishing business. The name will still be used, but the agreeable Fred ceases to wield the baton.

The American Record Co. have met with a ready response from the dealers and publishers in regard to using the advertising matter and special artistic cuts prepared by the American Record Co. for advertising purposes in magazines, newspapers, etc. They have prepared a series of cuts in keeping with the Indian trademark, all suggestive of Indian life. This trademark lends itself in a pleasing way to a great variety of designs which are artistically attractive, and their new electros are designed with much taste.

During the sojourn of Leon F. Douglas, vice-president of the Victor Talking Machine Co., Camden, N. J., at Miami, Fla., he is proving his prowess as a fisherman. Recently he captured a fine specimen of tarpon near Lemon City. A local print, describing the catch, says: "Not only did Mr. Douglas land one silver beauty, but he had three other trickies, each fish making several jumps before 'shaking' the hook and escaping.

The fish landed measures several feet in length and weighed in the neighborhood of eighty pounds. It is the first tarpon that local boatmen remember being captured in the bay with rod and reel in the past seven years, and Mr. Douglas is naturally very proud of his catch and the record made. It will be remembered that Miss Douglas, a sister, while trolling from the upper deck of the launch 'Lottie W. H.,' a few days ago, hooked an immense tarpon, which jerked her from her seat and threw her to the deck, escaping before she could regain her feet."

In one of our recent issues the American Record Co. gave notice to dealers and jobbers that they would allow them to sell ten-inch American records at 50 cents and one old ten-inch record of any make or two seven-inch records of any make; the seven-inch record for 30 cents and one old-seven inch record of any make. We are advised by the above company that this plan is meeting with great success, and has largely augmented sales for the American product.

A new factory building has been leased at Mulberry and Camp streets, Newark, N. J., for a period of six years, with the privilege of buying, by the Universal Talking Machine Manufacturing Co. The building is 103 by 150, four stories and basement, affording upward of 40,000 square feet of floor space. The company expects to remove their factory, now at 130th street and Park avenue, and probably their general offices at 28 Warren street, New York, into the new premises about May 1. The company has also bought out the concern in Newark where their pressing was done, and will hereafter conduct the establishment under their own management, the plant being in the neighborhood of the new factory.

The Southern Pacific Co. have recently installed on their line a system of communication by means of which the conductors and brakemen on all trains may talk with an operator in a telegraph office along the line from any point on the road.

Mr. W. C. Fuhri, manager of the St. Louis branch of the Columbia Phonograph Co., has received the following letter from C. N. Van Buren, of Kohn & Co., the prominent stock brokers: "The talking machine I purchased from you recently is decidedly satisfactory, and as an entertainer it is absolutely par excellence. I have found it a tonic, and since I became the possessor

### CONSULT

## Dr. ECKLAND

If your talking machine sales seem to be suffering from nervous prostration.

He's not a homeopath and does not furnish medicine himself. He will, however, prescribe big and effective doses of trade invigoration.

He's been doctoring sick talking machine sales for years and has always had remarkable success.

O. W. ECKLAND, D. T. E.,

(Doctor Trade Extension)

128 Dearborn Street, Chicago.

### OUR RECORD CABINETS

Are sellers with dealers, they hold

100 to 252  
Cylinder Records,  
150 to 190  
Disc Records.

Golden or Weather Oak, and Mahogany finish.

Write for prices.

FEIGE DESK CO.,

2070 Genesee Ave., Saginaw, Mich., U. S. A.



## Repairers to the Trade

We not only have a well equipped repair shop, for dealers' work, but are also jobbers of

### Talking Machine Parts

for every machine made. The only exclusive house in this line in the west.

Send us your order. You will be agreeably surprised when you receive the bill.

Chicago Talking Machine Repair Co.,

(Not Incorporated)

128 Dearborn Street, - Chicago.



of it, I have been appointed chairman of the Anti-Dyspeptic-Pessimist-Melancholy Committee in the neighborhood in which I reside. I have tried it on individuals who have not been known to feel real good for some time, and my missionary work has achieved splendid results in producing an air of extreme good feeling in the deportment of those afflicted. I have two daughters, the oldest being two years old and the other is one year old. They enjoy it hugely, and after supper we have a little concert each evening, which results in getting them in fine humor for their night's rest, and in the saving of a great deal of trouble and worry for their mother and I."

### HARD TO "PICK THE WINNER."

J. O. Prescott Descants on the Difficulty of Selecting Music for Monthly Lists.

It is interesting to study the development of the demand for what is termed a popular song. The public is fickle, and the best music or prettiest lyric is by no means a determining factor as to the reception which a new song will meet when it is first introduced.

John O. Prescott, who has charge of the laboratory of the American Record Co., speaking recently on this subject, said: "There is no accounting for taste, and in selecting new music for the monthly bulletin it requires nice discrimination to 'pick the winners.' The publishers realize that the talking machine is a most valuable assistant in advertising and popularizing new music. I am deluged every week with professional copies of the latest songs and instrumental pieces from publishers in all parts of the country. Even manuscript copies are submitted before they are printed. We advertise only 24 new selections a month, consequently out of so many numbers very much must be rejected. It is our endeavor to anticipate the demand and to try to determine in advance what will be popular. Public interest in a song is created not only by the talking-machine records, but also by local music dealers and vaudeville artists who use the songs on the stage in the continuous performance circuits.

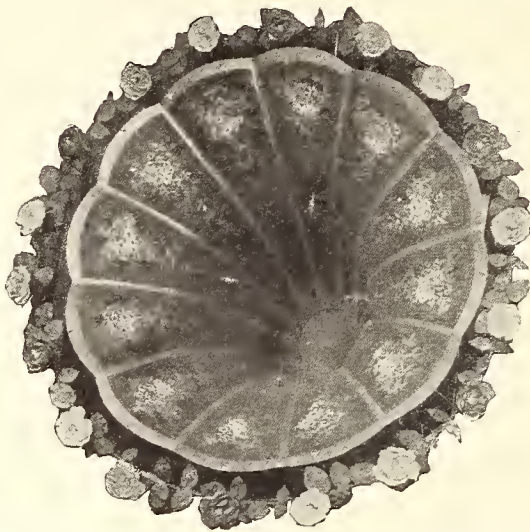
"We do not always hit it right. Sometimes we make mistakes. Take, for instance, the song, 'Wait Till the Sun Shines, Nellie.' This was first offered to me last June. I was sure the music had the right swing to catch the popular ear, but it seemed as if the words were not well suited and I decided against it. For three or four months it was very little heard of, and then, in some unaccountable way it began to be taken up everywhere, and in January I had so many calls for it that we put it in our bulletin. Our record, 'Wait Till the Sun Shines, Nellie,' catalogue No. 031299, by the Male Quartette, has had a most phenomenal sale, and next to 'In the Shade of the Old Apple Tree' and 'Everybody Works But Father' it has been one of our biggest sellers. 'Cheyenne' is another song which looks good. We listed this last month in our bulletin, catalogue No. 031317, by Billy Murray, and already it is going big. This month we are listing two brand-new ones which we predict will be 'top-notchers.' 'The Parson and the Turkey,' catalogue No. 031242, by Arthur Collins, will probably outrival its predecessor, 'The Preacher and the Bear,' by the same composer. The sales of the latter were unusually large. 'The Ghost of the Banjo Coon,' catalogue No. 031341, by Arthur Collins, is also a new one by Williams & Walker. The music is peculiar, and the movement one that, as one singer puts it, 'worries you.' It is not easily forgotten and is most fascinating.

"At times it is very puzzling to determine the fitness of a new publication for a place in our catalogue, and the biggest sellers are not always selections of the highest musical order. I believe, however, that the talking machine is becoming more and more an important factor in educating the public taste, and if the business could be exploited philanthropically instead of commercially its influence would be very much greater in rapidly bringing the people who have lacked oppor-

tunity for musical education to a genuine appreciation of the better class compositions."

### NOVEL FLOWER HORN DISPLAY.

A very novel and pretty flower horn arrangement is that made by Fred Birk, the well-known dealer of 2182 Fulton St., Brooklyn, N. Y. In the flowers surrounding the horn are embedded small incandescent electric lights, which pro-



duce a very beautiful effect at night. The inside of the horn is also illuminated with lights, and the entire presents a very unique display. The cut herewith is made from a photograph, but it hardly does the horn justice.

### STEINERT BUILDS SOUND-PROOF ROOMS.

(Special to The Talking Machine World.)  
Fitchburg, Mass., April 6, 1906.

To meet a growing trade in Victor talking machines and Edison phonographs, M. Steinert & Sons Co. have made a sound-proof music room at their store in the Johnson Building, and it is used exclusively for these machines. Here their customers and prospective ones are invited to sit back in easy chairs and hear the latest records by the greatest singers and musical organizations in the world. Concerts are given every afternoon.

### EXPLOITING COMMERCIAL GRAPHOPHONE

The Columbia Phonograph Co., General, are preparing to develop and exploit their commercial graphophone on a scale and in a manner commensurate with the predicted great future of this valuable device. The American Graphophone Co.'s plant at Bridgeport, Conn., is being enlarged for the same purpose. Their other lines will also be stimulated in a like way, and some great developments in this respect are said to be on the carpet. Regarding this Wholesale Manager Eckhardt looks wise, but is inscrutable, as he always awaits the psychological moment before giving up.

### CARE IN USING WORDS OF SONGS.

Record manufacturers have been notified by the music publishers that hereafter the pirating of the words or part thereof or the chorus in connection with the titles in their regular monthly bulletins or lists will not be allowed without special permission of the copyright owners. The words "copyrighted by ———, 1906," must also accompany the words.

The foreign record catalogue for March, containing Victor selections in Spanish, French, Polish, Italian, Russian, German and Hebrew, has made its appearance. Its eight closely-crowded pages is of uniform size with its predecessors.

### CURTAZ NOW HANDLING "TALKERS."

Kohler & Chase, the Big San Francisco House Are Arranging Special Rooms for Display.

(Special to The Talking Machine World.)

San Francisco, Cal., March 30, 1906.

Benj. Curtaz & Son will add talking machines to their line, and have now a very large stock of records and machines in transit. In order to give the machines a proper display three rooms are now in the course of construction.

Kohler & Chase are making extensive improvements in their talking machine department. A large number of small rooms are being constructed where patrons may listen to new records without being disturbed by any outside noise. The entire upper floor of the building will be devoted to this object.

J. A. Clark, Katonah, N. Y., advises us that he expects soon to be on the market for jobbing discounts of all kinds of talking machines, records and supplies; in fact, everything in the shape of musical instruments and supplies appertaining thereto.

G. Croydon Marks, a member of the board of directors of the National Phonograph Co., Ltd., London, and patent attorney in Great Britain for Thomas A. Edison, has been elected a member of Parliament to represent the Launceston Division of Cornwall.

The Columbia Phonograph Co. have secured large quarters in Easton, Pa., which will be under the management of Mr. Hoffman.

E. A. Hawthorne, general manager of the American Record Co., was recently in Chicago, where he closed large contracts for the product of the American Record Co. as well as some large deals for talking-machine supplies made by the Hawthorne & Sheble Mfg. Co., of Philadelphia, of which Mr. Hawthorne is president.

E. S. Oliver, who formerly managed the Douglas Phonograph Co.'s branch in Newark, N. J., expects to open up for himself at 16 New street early this month. It is said that he intends to manufacture a number of specialties for talking machines.

## STEWART

You can handle  
banjos easily  
and add to your  
income. Talk-  
ing machine men will find them big sellers.



THE BAUER CO., 1410 North Sixth Street, Philadelphia, Pa.

## THE "PHONO TRADER AND RECORDER"

Editorial, Advertisement and Publishing Offices:—

1 & 2 WHITFIELD STREET, FINSBURY,  
LONDON, E. C., ENGLAND.

The "Phono Trader and Recorder" is published exclusively in the interest of the Talking Machine and Allied Trades. It contains usually from 70 to 80 pages of valuable and interesting matter, comprising list of all records issued monthly by the leading companies, minute descriptions (with drawings) of new patents, together with various special articles, interviews, etc., and items of news from all quarters relating to the Phono industry. Printed on art paper, and splendidly and profusely illustrated.

Annual subscription, post free, three shillings, which includes also the "Pick of the Basket" supplement of Record Reviews, a copy of which is inserted in the "Phono Trader."

We shall be glad to supply a specimen copy.

## LINENOID SEAMLESS HORNS

FOR CYLINDER AND DISC MACHINES.

27 Styles 15 to 56 in. \$2 to \$15

Manufactured by

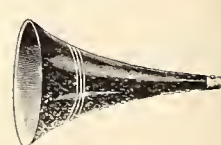
CRANE BROS., Westfield, Mass.

Discount to Dealers

LINENOID.—A MOLDED MATERIAL MADE OF PURE LINEN.



Concerto



No. 7.



# To the Trade

Do you find it difficult to get a sufficient supply of first class medium priced cylinder machines—the kind in greatest demand? Have you seen the new

## COLUMBIA CYLINDER GRAPHOPHONE

“JEWEL” (BK)

\$ 20

This is a strictly high grade cylinder machine, equipped with tandem spring motor, running three or four records at one winding (the machine can be wound while playing). It is supplied with the new spring contact Lyric Reproducer, same as is used on the \$30, \$40 and \$50 type cylinder graphophones, Oak Cabinet and 14-inch brass horn.

If you do not find it convenient to see samples of this model at any of our stores throughout the country, for a limited period we make the following offer to any responsible dealer:

### Try It—Free of Cost!

We agree to express you, prepaid, a sample of this new machine for one week's trial; and if, at the end of that time, you are not satisfied that it is the best \$20 cylinder machine you have ever seen, you are at liberty to return it, *at our expense*.

We know you will have a big demand for this particular machine, which prompts us to make this offer.

Send us your order now, under the above conditions, and it will be attended to promptly.

### Columbia Phonograph Company Gen'l

Wholesale Headquarters, 90-92 West Broadway, New York City.

Jewel (B. K.)  
\$20.



Largest Talking Machine Manufacturers  
in the World.

Grand Prix, Paris, 1900. Double  
Grand Prize, St. Louis, 1904.

Active Dealers Wanted  
Everywhere.

Fill Out, Cut and Mail us To-Day  
**Columbia Phonograph Co., 90-92 W. B'way, N. Y. City**  
Please send me by ..... Express, all charges to be paid  
by you, one Columbia Cylinder Graphophone, Type BK. It is  
distinctly understood that this machine is sent on ONE  
WEEK'S TRIAL, without any cost to me, and that  
at the end of this trial if I chose to return it I am  
at liberty to do so, return Express charges  
to be paid by you.  
Name .....  
Street .....  
City .....  
State .....



## TIMELY TALKS ON TIMELY TOPICS.

"As an educator, I regard the talking machine as a thing that will in a short time be recognized as a necessity," said a school principal of far more than local renown to *The World* in a recent interview. "I have one that every Friday noon I use for a recital of the classical and well-known music of the past; and it has been the means of interesting the pupils in music which otherwise would have remained a sealed book. Instead of singing and whistling the trashy rag-time foisted on us under the name of music, I hear them humming snatches from the great operas that will pass down to the coming ages. A short time ago I arranged to take the older students to hear a production of one of the great operas in a neighboring city, and when the recital came on Friday, the universal request was that I secure and play all the records from the opera possible. We are now raising a fund for the purchase of a complete list of the best operatic records, and I have been surprised at the willingness of all the pupils to contribute. I think in time the talking machine will constitute a part of the equipment of every school."

The American Graphophone Co., complainants against the Universal Talking Machine Co. and the American Record Co., for alleged infringement of the so-called Jones patent, claimed to cover the process of duplicating disc records as now universally practised, and which was decided adversely by Judge Hazel, on March 9 filed their motion for an appeal to the United States Circuit Court of Appeals, Second Circuit. The essential parts of the decision to be reviewed appeared in last month's *World*.

Rumors of some of the big manufacturing companies getting together on a merger basis still persist in coming to the front. What is more, the "insiders" are handing out thinly-veiled information to this effect also, and therefore the

trade's thinkers are getting busy putting two and two together and figuring on results.

While the National Phonograph Co. would doubtless take the greatest pleasure in meeting the dealers as a body, and on the same scale and manner as is proposed in the complimentary entertainment of the Edison jobbers in July, the details of which appear elsewhere, it is manifestly a physical impossibility. Therefore the dealers should take their word for the deed. The company have always striven to maintain the friendliest and closest relations with every branch of the trade, and the programme to be carried out in entertaining the jobbing constituency reflects this spirit. The acceptances to the company's broadcast invitations is practically unanimous, and the fact that Thomas A. Edison will be present at the formal banquet will lend additional interest to an occasion that promises to be not only memorable, but historical as well.

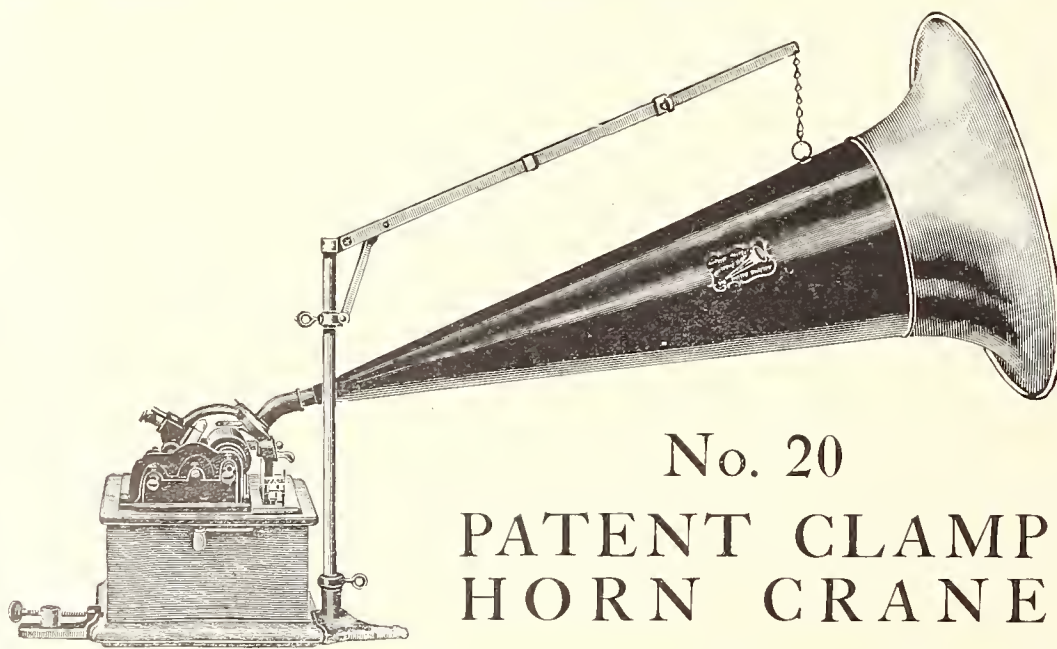
By a decision of the Board of General Appraisers, March 28, cinematographs or moving-picture machines were held to be properly classified as optical instruments. The contention by the importers that they were toys was looked upon as rather a nervy proceeding by the customs officials, considering the complicated nature of this wonderful apparatus.

Following the opinion of Judge Hazel, sustaining that part of the Berliner patent relating to the free-moving stylus or reproducing point for disc records, which was upheld on appeal by the United States Circuit Court of Appeals, the Victor Talking Machine Co., as owners of the invention, formally notified the trade they would enforce their rights. This position was questioned by the Talk-o-phone Co. and the Leeds & Catlin Co., they being charged with infringement, as well as the American Graphophone Co., the defendants

in the suit decided as above. The attorney for the untried cases thereupon insisted, in a letter to the Victor Co.'s counsel, and which was subsequently sent out as an open letter to the trade by the writer, that, in order to have these differences of opinion judicially passed upon, a motion for a preliminary injunction should be made against his clients. Previous to the hearing, set down for the 6th inst., application was made to Judge Lacombe, on behalf of the Victor Co., for an order to show cause why the evidence of the defense, which was claimed to be new and material, should not be submitted for examination. The order was granted, but subsequently vacated, on the plea of hardship in the hurried preparations of such important papers. When argument was to be heard on the date named for the temporary restraining order *pendente lite*, the affidavits containing the so-called fresh facts of the alleged invalidity of the patent were presented. At this point counsel for the complainants requested a week's postponement, and the case went over to the 13th. It may be added, in this connection, that parties undoubtedly close to the facts unhesitatingly predict the entire patent situation will be cleared up inside of six months. How? Ask us something easy.

Only one of many instances is quoted here to prove the efficacy of utilizing the advertising pages of *The World*, namely, that of the American Talking Machine Co. Last month they announced, in an attractive and convincing way, their line of needles. Result, positive sale of 5,000,000 needles. The returns vouchsafed other advertisers have been equally phenomenal. The *World* has put a girdle around the talking-machine earth in the way of paid subscribers, and in that respect has beaten all records of any publication ever issued for the comparatively short time of its existence—just over a year.

Henry Babson, president of the Universal Talking Machine Mfg. Co., who is reticent to the point of taciturnity on the approach of a newspaper inquisitor, made this candid confession,



No. 20  
PATENT CLAMP  
HORN CRANE

Dealers can obtain our goods from the Jobbing Trade. We are constantly improving and adding new goods to our extensive line.

## WARNING TO THE TRADE.

TO ALL WHOM IT MAY CONCERN:

This is to notify the trade that our suit in the United States Circuit Court against Ellis S. Oliver, of this city, for infringement of Patent No. 751,204, covering our No. 20 Clamp Crane, has now been terminated by the issuance of an injunction against Oliver. He will, therefore, no longer make or sell such a Crane, and we wish to say further that we shall similarly enforce our rights against any other persons or companies who infringe either in making, selling or using Cranes of this kind. We are the sole manufacturers of these goods, and all dealers and users are hereby warned to handle, purchase and use only our products.

March 1st, 1906.

THE TEA TRAY COMPANY of Newark, New Jersey

COR. MULBERRY AND MURRAY STS., NEWARK, N. J.



coupled with a prophecy, the other day: "I never have taken much stock in patents, but have changed my mind after studying closely certain claims made by Elbridge R. Johnson in his patents on the tapering arm. This invention has been in the Patent Office two years, and was issued March 13—a month ago—having been subjected to the critical inspection of expert examiners apparently bent on ripping it up the back. But the claims stood the test, were allowed, and I am confident it is the fundamental patent in its scope and application as it possesses the basic principles of the tone or tapering-arm machine now so well known and popular. Our company also have construction patents for such an arm, but they are subordinate to the Johnson invention, from which the trade will hear before long. It is the goods, and no mistake."

Music publishers are evidently resolved to put a stop to the printing of the words of their copy-right melodies, whole or in part, by the record makers in connection with the publication of catalogues or monthly lists, unless full credit is given. Notices to this effect have been served on parties unwittingly transgressing, and if dealers are indulging in the same practice they will also receive due attention, according to the aggravation of the offense. The publishers are entirely within their rights in this regard, and it is a good thing to occasionally remember that the easiest way is the best when one has the short end of the argument.

For the first time a price agreement or contract for handling their product will be required from the distributors or jobbers and dealers by the Victor Talking Machine Co., Camden, N. J. The blanks were placed before the trade the first of the month, and will become effective June 1. The provisions of these documents are elaborate, each section dealing with some specific condition of the business. Paragraph 13 comes in for the hardest knocks at the hands of the jobbers, possibly on account of the hoodoo numeral as well as the wide latitude assigned the company for cutting off people without a hearing. As one caustic chap remarked: "Suppose they don't like me face, or the size or style of me shoes, or the fit of me coat or collar, or the color of me neckwear, and they give me the double cross, where do I get off?" Such objections answer themselves, according to the right-thinking, who believe the company are making an excellent move toward

## CRESCENT TONE Regulator



FOR

### TAPER ARM TALKING MACHINES

This is the Tone Regulator that has been such a wonderful success from the very start. Live dealers are selling it everywhere because

**It enables you to obtain instantly any volume of sound desired from a whisper to the loudest tone,**

**It is very simple in construction, easily attached to the sound box and produces a pure, musical and distinct tone,**

**It is the ONLY Tone Regulator that does NOT wear the records. JUST OUT—No. 2 Regulator for use on CYLINDER MACHINES. Write for circular and special discounts to dealers.**

**CRESCENT TALKING MACHINE COMPANY**

(NOT INC.)

**3749 Cottage Grove Ave., CHICAGO, ILL.**

a price-protected trade that means more than "words, words, words," as Bill says.

Following a plan, put in force west, of advertising stock for sale to dealers and the public at an inducing price, the Talk-o-phone Co., Toledo, O., following their announcement to this effect in the daily papers of Philadelphia, sold certificates to the amount of \$100,000 in a week's time. The applications for stock occasioned wonder among investors, and the upper reaches of the local trade marvelled. After this phenomenal performance the Talk-o-phone people calmly remarked: "Watch us grow." The future career of the company is being followed with absorbing interest by the knowing ones.

The origin of the monthly lists of talking machine records has for a long time been shrouded in mystery, but Hayward Cleveland, who is now manager of the Columbia retail store at 872 Broadway, New York, claims priority of the idea. He has in his possession several postal cards used by him in 1898-1899, which were used as monthly bulletins. The first of these was headed "Columbia Phonograph Co. Gen'l, 1155-1159 Broadway, N. Y., Branch A. We beg to announce that we have added the following popular selections to our stock of Columbia records"

The bottom of the card was left blank, and the date and names of selections were inserted by means of the hektograph process each month, and the cards were mailed to the regular patrons of the company. The card issued the following year was worded the same, but the names and numbers of the records were printed in. It was not until the following year that all companies began the regular publication of the monthly lists.

One of the large department stores has put a talking machine to a very novel use in its sheet music department. So far as possible, records of all of the latest songs have been secured, and instead of keeping a vocalist at hand to sing them for prospective customers, they place a record on the machine, and the buyer hears it rendered by some well-known artist. They say that as soon as possible they will have cylinder records of the popular and new instrumental selections made.

Commenting upon the item which recently appeared in The Talking Machine World that the Imperial Academy of Sciences in Austria has arranged to secure phonograph records of the numerous languages and dialects in Austria-Hungary, which are to be preserved for the enlightenment of future generations, the Cleveland Plain Dealer says: "While the field for this form of collecting is widening it might be pertinently suggested that the American college yell should be included in these interesting archives. To some people the vigorous 'rah-rahs' and other exuberant syllables in use by the young collegians would prove fully as interesting as the heathenish gutturals and tomtomming of the New Guinea savages, or the Sanskrit chants of the Hindustanese. So let the addition be made and made as complete as possible, with due cognizance of the 'Hoo-rah ki-rah!' of our own Case School and the 'O Sketlioi' of our Western Reserve."

Seriously speaking, it may be said, however, that the preservation of the language of the Aborigines is now being taken up by leading scientific societies throughout the world through the medium of the talking machine. Examples of language and music have been secured in New Guinea and in certain sections of India. A party of scientists equipped for this research was sent to Australia last summer and another party is to start for Greenland at an early date. All these records are transferred to special archive phonographs and carefully stored away.

The man who writes that interesting column in the Sun entitled, "Live Topics About Town," has recently been concentrating attention on the talking machine. Sometimes he strikes it right and sometimes the reverse. Here is his latest contribution: "Several of the most popular singers receive the same fee from the companies that

manufacture the talking machines that are so popular nowadays. The highest sum is \$2,000 yearly as a retainer, and a large share of the gross receipts from the sale of the records. This system has been found most profitable, as the singers are then ambitious to have their records as perfect as possible, and will sing until the result is good enough to insure a large sale. All records of the noted singers sell for the same price. But an agent came to the company the other day with a strange request from a prima donna.

"Madame wants to know," he explained, "whether or not you won't raise the price of her records just a little higher than any of the others. You can make it only a quarter more if you like, because it is not on account of the money. She only wants them higher that the public may know they cost more than any other singer's."

"Strangely enough, this appeal was not granted."

"I believe in the practical utility of phonographs," said a large breeder of chickens to a representative of The Talking Machine World, "and I am making some experiments with one of my young broods that promises to be very successful. I have made a record to call the youngsters into the brooder or to their meals, and now when I want them for that purpose I just set it going, and they at once respond to the call. It saves my voice, and at the same time gets them accustomed to going to one place. I will later arrange to have it in one part of the building, and connect the various brooders by means of tubes with a horn at the end. Then I can switch from one to the other, and save a lot of trouble in carrying the machine around. It was funny to see the older chicks that know my voice run as soon as they heard it call them, and then look around for me. They cannot understand the horn, and seem to think it some kind of a drinking cup."

A correspondent of The Sun asked "whether or not Caruso, or any of the other well-known singers of opera, ever sing for talking-machine records, as advertised by some houses." The answer was yes, of course, and for ten times the largest operative fees, provided the exclusive use of the star's name is obtained. The voices, enunciation and personal mannerisms are often so perfectly reproduced as to be of real value for the study of singing as well as for entertainment after the stars themselves are gone.

Latest record cabinets—cylinder and disc—are more elegant in design and finish than ever.

## PHOTOS OF PHONOGRAPH TALENT

Mr. Dealer—Have you not often been asked: "Do you know where I can get a good photograph of Ada Jones, Arthur Collins, Byron G. Harlan or the other popular singers for the Phonograph?"

Undoubtedly you have and you didn't know where to get them or what they cost.

To supply this demand we have induced the artists to pose especially for us, and we are now prepared to furnish handsomely finished, well printed photographs of each of them. Each individual photograph bears a fac-simile of the artist's signature which gives them an added value. We have all the artists, and also have them grouped, as Jones and Spencer, Collins and Harlan, Biehling and MacDonough, etc.

**Retail Price, 35 Cents Each**  
**Sold to the trade through regular jobbers**

A photograph of any artist sent to Dealers on receipt of 21 cents, which is the Dealers' price. Get one and show it to your patrons. They will be glad to know that they can get these photographs, and you can make some money selling them.

**Channell Studio for Photography**

**486-488 Main Street, - ORANGE, N. J.**





### CAUGHT IN THE ACT.

William Carleton, an enterprising Chicago dealer, sends us the above photograph with the following explanation:

"One of the most enthusiastic talking-machine cranks in our neighborhood is William Carleton, Jr., 'the kid' in the photograph. In our store we have a great variety of records, but he has his favorites. He likes the Zonophone machine for its big, bright horn, and the American Indian records for their pretty blue color. If left alone he can put a record on the machine and start it

playing himself, which shows unusual aptitude for a three-year-old youngster.

"One Sunday morning we were changing over the stock in our store, and to keep the boy out of mischief placed him with his toys and the Zonophone to amuse himself. We started the machine going with a record, and he sat in front of it listening intently. My wife was struck with the earnest expression on his face and snapped the camera. He soon recognized the music as one of his favorite pieces, and cried out gleefully, 'It's an Indian!' and we caught him in the pose of the second picture."

### DEVINEAU BIOPHONE ATTACHMENT.

Louis Devineau, of Cleveland, O., has recently perfected an attachment which will enable the owner of any cylinder machine to play disc records of any make. This attachment, which The World had the pleasure of inspecting this week, can be connected without any screw or bolt to mar the cabinet and can be adjusted in a few seconds. It is operated by friction, so that neither gear nor belt is needed in its operation. This does away with all dirt or oil of any kind. Three twelve-inch records can be played at one winding on the Edison standard machine. The Devineau Biophone Co. are already manufactur-

ing these attachments on a large scale, and will shortly be prepared to fill all orders.

Mr. Devineau deserves great credit for perfecting so valuable a contribution to talking machine development. This attachment is bound to boost things in the record line, and will revive interest in thousands of people who have dropped out from among the steady patrons of the talking machine stores.

### HAGEN TO SOUTH AMERICA.

Leaves on a Master Record Making Trip Through the South.

Henry J. Hagen, manager of the Victor Talking Machine Co.'s New York branch laboratory, vice George K. Cheney, who has now resumed his old post, started for a master making trip through South America on April 7. He will be away six or seven months, and may be relied upon to render a good account of himself. Mr. Hagen goes first to Buenos Ayres, Argentine Republic, via Hamburg, taking passage on the S. S. "Amerika," of the Hamburg-American line. He will tarry in the German port several days, to give him a chance to care for his postal-card commissions, numbering nearly 160. A lot of Spanish local melodies and songs will be secured, but the operatic season being on there the Victor repertoire will be enriched by many additional gems in that class of music. For the benefit of a host of friends, who may want more postal cards, or inquire into the state of his health, or about the weather, or comparisons as to the difference between domestic and S. A. female beauty, Henry's address when in Buenos Ayres is at 538 Calle Peru. At the steamer, on the day of sailing, the following were on hand to wish the traveler bon

voyage and a safe return: J. O. Prescott and E. A. Pancoast, of American Record Co.; Fred Bachman and other members of the Victor Co.'s laboratory staff; Arthur Collins, Bryan G. Harlan and Steve Porter, bright and shining lights of the "talent." John Kaiser, with Douglas Phonograph Co., accompanied Mr. Hagen.

### NEW MILL IN OPERATION.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, have their new mill in Philadelphia in active operation, and their increased facilities will undoubtedly enable them to double their output. The new mill is located at Howard and Jefferson streets, within two squares of their other plant, and contains about 75,000 square feet of surface. They are installing very attractive and commodious offices in the new mill, and anticipate moving the clerical department to that plant within the next few weeks.

The Standard Music & Machine Co., 9-11 East Eighth street, Chattanooga, Tenn., are carrying some very excellent advertisements in the local papers and devoted to the Edison and Victor machines.

## To Talking Machine Dealers

The MUSIC TRADE REVIEW is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise news, music publishers' department and talking machine trade. A special technical department is a regular weekly feature of the publication. A vast amount of valuable information is contained in each issue. The REVIEW has won higher honors at the great expositions than have ever been won by any other publication in the world.

Grand Prix at the Paris Exposition,	1900
Diploma at Pan-American Exposition,	1901
Silver Medal Charleston Exposition,	1902
Gold Medal St. Louis Exposition,	1904
Gold Medal Lewis-Clark Exposition,	1905

Subscription in United States, Canada and Mexico, \$2.00 for 52 weeks. All other countries, \$4.00.

We publish the Tuner's Guide also—a cloth-bound, illustrated work of over one hundred pages. Sent postpaid to any part of the world upon receipt of one dollar.

**EDWARD LYMAN BILL**  
Publisher. 1 Madison Ave., New York

## John Bull's Message to Uncle Sam

### GOOD LUCK TO YOU, BOYS!

I want to call your attention to "THE TALKING MACHINE NEWS," which circulates throughout the whole of the British Islands, and goes all over the world besides. Contains all about everything relating to talking machines, and is invaluable to manufacturer, jobber and dealer alike. "The Talking Machine News" is published on the 1st and 15th of each month during January, February, March, October, November and December, and on the first of each month during April, May, June, July and September. Annual subscription, four shillings and sixpence. Specimen copy free on request.

### The Publisher,

1 1/2 Mitre Court, Fleet Street, LONDON, E. C.

### PRICE REDUCED

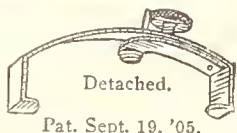
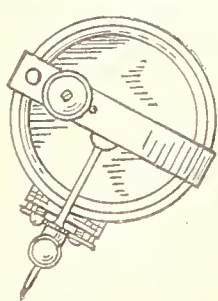
## Burnt Leather POST CARDS

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered the Talking Machine trade.

TRIAL ORDER.—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for \$3.10 cash. Retail everywhere at 10c. You make a clean profit of \$6.90.

**Risley-Bird Mfg. Co.**

94 Fifth Avenue,  
New York.



Retails at

**\$1.00**

## THE STAR MODULATOR

Detail finer. Any strength of tone while playing. Records made more distinct. Old records sound like new. Sample on memorandum to any reputable firm. More profit than records. Sell on sight. Hundreds of indorsements from leading houses.

**Star Novelty Co., Grand Rapids, Mich.**





(Special to The Talking Machine World.)

London, Eng., April 5, 1906.

According to accounts received here, the exhibition of talking machines and records at the Leipsic Fair or Frühlingmesse was larger this year than ever before. The showing of disc machines dominated—in fact, the only cylinder machines shown were those of the National Phonograph Co., who also made an exhibit of records. The most notable advance here noted was in the quality of the records, while the sound boxes and machines also show marked improvement in all-round utility. Many manufacturers and dealers were present from practically every part of the world, but the usual orders were not booked this year owing to the uncertainty which has been caused by the reduction in price inaugurated by the Zonophone Co.

The talking-machine men who visited the Messe have held a meeting, it is said, to protest against this reduction in prices, which they deemed entirely unnecessary, in view of the fact that all the orders that can be filled are now being secured. One of the most remarkable features at the fair was the display of flower horns, which were shown in every conceivable style and color, and there can be no question that this is the horn that will be permanently associated with the disc hereafter. Prices were stiff owing to growing cost of raw material entering into the manufacture of specialties in machines.

\* \* \* \*

William Cole, honorary secretary and curator of the Essex (Eng.) Museum of Natural History, is much interested in the literature of talking

machines and their use, and is contemplating compiling a bibliography on the subject.

\* \* \* \*

The Neophone, Limited, have registered a new device called a "Repro-Neo" for use upon any sound arm disc machine. This allows of the playing of their records upon other instruments than the Neophone, thereby effecting users a most important facility and advantage, and a vast saving in the future purchase of records. The price of this special reproducer is five dollars.

\* \* \* \*

Charles J. Hopkins, who was formerly assistant manager of the Columbia Phonograph Co.'s store in Baltimore, and who was also connected with the display made by this company at the expositions in Paris and St. Louis, and later manager at St. Petersburg, is now connected with the sales depot of the Columbia Co. in this city. He is a gentleman of great ability, who understands every phase of the business and is certain to make quite a record here.

\* \* \* \*

In the suit of the Gramophone & Typewriter, Ltd., against C. & J. Ullmann, the proprietors of the Odeon talking machine, alleging infringement of their patents on the tapered arm, and referred to in this letter last month, Justice Farwell in the Chancery Division on February 15, after hearing the evidence, suspended judgment until a later date. The reserved judgment of Justice Farwell was given in the Lord Chancellor's Court on March 5 in favor of the plaintiffs, with costs, the judge directing an inquiry as to damages and granting a certificate that the validity of the patent had come into question in the action, and granting a stay on certain terms.

\* \* \* \*

At the recent international exposition held in Brussels, the grand prize, the highest obtainable, was awarded to the Edison phonographs and records by the jury.

\* \* \* \*

Evan Williams, the celebrated tenor, who is well known in the States, is the latest recruit

to the splendid line of artists engaged by the Graphophone Co.

\* \* \* \*

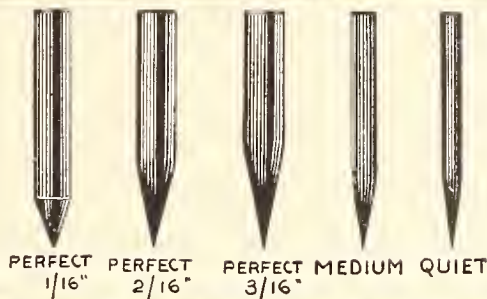
Some very beautiful records have recently been made for the Neophone, Limited, by Sig. Mario Massa, the well-known operatic singer, who has been often heard at Covent Garden. He has a tenor voice of great power and purity, and the dozen or more records he has made for this company are remarkably effective. Speaking of this company brings to mind that A. W. Cameron, managing director, is now in New York. So great have been the inquiries and demands from the States for Neophone specialties that this step was deemed necessary. Business with this company is exceedingly satisfactory. They are having quite a demand for the records of the Garde Republicaine Band of Paris, which recently played in this city.

\* \* \* \*

There are few busier establishments in London than that of the Russell Hunting Record Co., Ltd., who are constantly adding to their catalogue. Their line now is most extensive, and is in great demand not only in the United Kingdom but throughout the colonies.

\* \* \* \*

Sir Tollemache Sinclair is still presenting Columbia graphophones and records to public institutions throughout the country, and it is probable that before he has finished he will have distributed more than three hundred graphophones and eight thousand ten-inch discs. At first his gifts were confined to hospitals in the metropolitan area, but now they cover all parts of Great Britain and Ireland, and include many of the smaller hospitals, insane asylums, work-houses and homes for the aged. As a writer in the Talking Machine News figures it: "There are about 150 hospitals which have an average of 100 beds occupied daily, aggregating 54,441 beds occupied every day in the year. This means one machine for every 346 beds. A hospital bed changes occupants on an average once every 20 days, or 18¼ changes per year. Since there are 54,441 beds in the hospitals included in the gift,



**PERFECT**

**MEDIUM**

**QUIET**

**THE THREE BEST NEEDLES ON THE MARKET TO-DAY.**

WE SHOULD LIKE TO SEND YOU SAMPLES SO THAT YOU CAN JUDGE FOR YOURSELF AS TO WHETHER OUR STATEMENTS ARE CORRECT. WE SELL MILLIONS OF NEEDLES EVERY MONTH AND EVERY CUSTOMER IS SATISFIED. OUR CUSTOMERS RE-ORDER, THIS SHOWS THAT OUR GOODS ARE GIVING SATISFACTION.

**THE PERFECT.**—This is made in three tapers as shown above— $\frac{3}{16}$  taper is the regular standard size needle.  $\frac{2}{16}$  taper is the same size but louder,  $\frac{1}{16}$  taper is very loud.

**THE MEDIUM.**—This is a first class needle for small apartments, gives a rich mellow tone, not as loud as the perfect.

**THE QUIET.**—Just the thing for anyone wishing a low sweet tone.

The Perfect and Medium packed in boxes of 300 and 1000 and in envelopes of 100. The Quiet needle packed in envelopes of 200 only. We will be pleased to quote you prices in quantity.

**AMERICAN TALKING MACHINE COMPANY**

586 FULTON STREET (BROOKLYN), N. Y. CITY

LARGEST TALKING MACHINE HOUSE IN THE CITY.



Incorporated under the Laws of New York.

Capital, \$2,500,000.

BOARD OF TRUSTEES:  
DANIEL F. LEWIS,  
JAMES SLATER  
FREDERICK G. BOURNE,  
JOHN P. HAINES,  
WILLIAM FAHNESTOCK,  
H. M. FUNSTON,  
JAMES L. ANDEM.

# NEW YORK PHONOGRAPH COMPANY.

Exclusive Licensees under the Phonograph patents  
of Thomas A. Edison for the State of New York

Organized under authority of The North American Phonograph Company  
and Jesse H. Lippincott, Sole Licensee of The American Graphophone Co.

OFFICERS:  
JOHN P. HAINES, PRESIDENT.  
H. M. FUNSTON, VICE-PRESIDENT.  
WILLIAM FAHNESTOCK, TREASURER.  
JAMES L. ANDEM, SECRETARY.

No. 140 NASSAU STREET, NEW YORK, March 26, 1906.

## WARNING---INJUNCTION NOTICE

### TO ALL DEALERS IN EDISON PHONOGRAPHS AND PHONOGRAPH SUPPLIES WITHIN THE STATE OF NEW YORK.

Attention is called to the following Decree of the United States Circuit Court for the Southern District of New York, granting an Injunction restraining the National Phonograph Company, and its Agents and Dealers from selling or leasing phonographs and supplies therefor within the State of New York excepting through the New York Phonograph Company :—

CIRCUIT COURT OF THE UNITED STATES,  
Southern District of New York.

<p>New York Phonograph Company, Complainant,</p> <p style="text-align: center;">vs.</p> <p>National Phonograph Company impleaded with Thomas A. Edison, Edison Phonograph Company and the Edison Phonograph Works, Defendant,</p>	}	<p>In Equity. Injunction.</p>
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THE PRESIDENT OF THE UNITED STATES :—

To National Phonograph Company, its officers, agents, clerks, servants, employees, attorneys, successors, assigns, associates, dealers, confederates and all persons in privity with said National Phonograph Company; Greeting.

WHEREAS it has been represented to us in our Circuit Court of the United States for the Southern District of New York, that National Phonograph Company has trespassed and infringed upon and wrongfully invaded the rights of complainant, New York Phonograph Company, by selling and by using, and by causing to be sold and by causing to be used by others than complainant, within the State of New York, phonographs and supplies therefor, and by selling for use, and by licensing for use, by others than complainant, within the State of New York, phonographs and supplies therefor in violation of the provisions of and of the rights of the complainant under certain contracts as extended bearing date October 12, 1888, between the North American Phonograph Company and the Metropolitan Phonograph Company and also between Thomas A. Edison, the Edison Phonograph Company, the Edison Phonograph Works, the North American Phonograph Company and Jesse H. Lippincott, and a contract bearing date the 6th day of February, 1889, between the North American Phonograph Company and John P. Haines, and a contract bearing date July 1, 1893, between complainant and the North American Phonograph Company.

AND, WHEREAS, by a certain decree entered herein May 2, 1905, in the office of the clerk of the Circuit Court of the United States for the Southern District of New York, it was, among other things, ordered and decreed that an injunction do issue against you, the said parties above mentioned, restraining you, the said parties, in the manner as hereinafter mentioned; AND WHEREAS said decree entered herein May 2, 1905, has been affirmed on appeal by the United States Circuit Court of Appeals for the Second Circuit, as appears by the mandate of said court filed March 23, 1906, in the office of the clerk of the Circuit Court of the United States for the Southern District of New York:

NOW, THEREFORE, we do strictly command, enjoin and restrain you, the National Phonograph Company, and you, its officers, agents, clerks, servants, employees, attorneys, successors, assigns, associates, dealers, confederates and all persons in privity with the National Phonograph Company, and each and every of you under the penalty that may fall thereon, perpetually from directly or indirectly selling or leasing within the State of New York, phonographs and supplies therefor, to others than complainant, and from using within the State of New York, phonographs and supplies therefor, and from causing to be sold or causing to be leased or causing to be used, within the State of New York, phonographs and supplies therefor, by others than complainant, and from selling for use or licensing for use within the State of New York, phonographs and supplies therefor, by others than complainant, in violation of the provisions of and of the rights of the complainant under certain contracts as extended, bearing date October 12, 1888, between the North American Phonograph Company and the Metropolitan Phonograph Company and also between Thomas A. Edison, the Edison Phonograph Company, the Edison Phonograph Works, the North American Phonograph Company and Jesse H. Lippincott, and a contract bearing date the 6th day of February, 1889, between the North American Phonograph Company and John P. Haines, and a contract bearing date July 1, 1893, between complainant and the North American Phonograph Company.

WITNESS the Honorable Melville W. Fuller, Chief Justice of the United States, at the City, County, and Southern District of New York, this 26th day of March, 1906, A. D.

JOHN A. SHIELDS,  
Clerk.

[Seal of the Circuit Court of the United States for the  
Southern District of New York.]  
LOUIS HICKS,  
Of Counsel.

New York Phonograph Company hereby gives notice to all Agents and Dealers in Edison Phonographs and Supplies within the State of New York, that it will enforce its exclusive rights under the foregoing Injunction, and will also hold them liable for damages and profits for any infringement of its exclusive contracts.

Attest. [SEAL.]  
JAMES L. ANDEM,  
Secretary.

NEW YORK PHONOGRAPH COMPANY,  
By H. M. FUNSTON,  
Vice-President.



18¼ times that number will give the total of persons who will be benefited, or 993,548. Nearly one million afflicted people thus benefit by the baronet's generosity. The cost works out at less than ½d. each. The second lot of 150 outfits to insane asylums and infirmaries will not reach so many different patients, because individual changes are less frequent in such institutions. But the number will be very substantial."

\* \* \* \*

A young woman in Australia thought she had a singing voice, but wanted expert opinion as to whether she would be justified in taking the long journey from her home to London to compete for a scholarship. So she sang into a phonograph and sent the record to a well-known London professor of music and asked him if he would try the record and inform her if he thought her voice was good enough to try for the scholarship. The professor listened to the record, was duly impressed with the possibilities of the voice and wrote to say he thought she should try the examination. She came to London, reaching here just in time for the examination, and was one of two successful candidates out of 190 competitors.

### EDISON GRAND OPERA RECORDS No. 2.

The second list—Supplement No. 2—of Edison grand opera records will go out on May 1, with the prestige of the greatest single success in the history of the Edison phonograph. As showing the extent of the demand for the records, the National Phonograph Co. state that orders in the first three months reached a total five times as great as was anticipated when they were first issued. A better evidence of their popularity could not be wanted. These new selections are sung by Scotti, Knote, Dippel, Van Rooy, Resky, Constantino and Berti, the first five of whom sang the principal roles at the Metropolitan Opera House, New York, last winter. Constantino and Berti have not yet sung in this country, but they have won a name abroad as artists of unusual talent. The list, as follows, is with orchestra accompaniment in every instance: B. 11—Matinata, "Il Barbiere di Siviglia," Rossini, by Florencio Constantino, tenor; sung in Italian. B. 12—Celeste Aida, "Aida," Verdi, by Florencio Constantino, tenor; sung in Italian. B. 13—Preislied, "Die Meistersinger von Nurnberg," Wagner, by Heinrich Knote, tenor; sung in German. B. 14—Duetto, "La Traviata," Verdi, by Signor and Signora Resky; sung in Italian. B. 15—Romanze, "Die Hugenotten," Meyerbeer, by Andreas Dippel, tenor; sung in German. B. 16—Pregheira, Tosti, by Gustave Berl Resky, baritone; sung in Italian. B. 17—Siciliana, "Cavalleria Rusticana," Mascagni, by Romeo Berti, tenor; sung in Italian. B. 18—Questa O Quella, "Rigoletto," Verdi, by Romeo Berti, tenor; sung in Italian. B. 19—O, Du Mein Holder Abendstern, "Tannhauser," Wagner, by Anton van Rooy, baritone; sung in German. B. 20—Prologo, "Pagliacci," Leoncavallo, by Antonio Scotti, baritone; sung in Italian.

The company have also notified the trade that their grand opera records will not be made in concert size.

### HANDSOME COLUMBIA EXHIBIT.

At the Office Appliances and Business Systems Show in Chicago.

(Special to The Talking Machine World.)

World Office, 195 Wabash Ave.,  
Chicago, Ill., April 9, 1906.

Talking machines for office purposes cut a big swath at the Office Appliance and Business Systems Show at the Coliseum, Chicago, which was held March 17-24. They were more in evidence than last year, and the companies exhibiting secured good results. That has developed already



COLUMBIA COMMERCIAL GRAPHOPHONE DISPLAY.

—in fact, had developed before the show was two days old, although from the vast number of prospects piled up the full effect will not be known for six months or a year.

The Columbia Phonograph Co.'s exhibit occupied a booth covering 300 square feet just south of the main entrance, and was in charge of W. W. Parsons, manager of the Columbia commercial graphophone, Chicago department, assisted by a corps of salesmen and demonstrators, including E. R. Ormsby, P. M. Woods, Miss M. C. Moloney, Mrs. Mary Wilson. A fine representation was made of the Columbia commercial graphophone, 1906 style, all equipped with their combination recorder and reproducer, automatic stop and start, scale arrangement for the correction of mistakes, and adjustable speaking tube and numerous other interesting and valuable features. Visitors were permitted to talk into the machine, the records were then blazoned forth on a regular machine equipped with a 56-inch horn, and the visitor carried away the record as a souvenir. The medals awarded the company at the Chicago and St. Louis World's Fairs were prominently displayed. W. W. Parsons, the manager of the commercial graphophone department of the Columbia Chicago office, has been selling these machines for the Columbia people in Chicago since

1893, and is practically the pioneer in the commercial branch of the talking-machine business in Chicago. He has witnessed the business grow from infinitesimal to very imposing proportions, and has seen the commercial machine advance from an experiment to a point where it has conquered all previously existing prejudices, and has taken its place among the recognized means of saving time and labor in the great business offices.

### FRIEDERICH'S HANDSOME QUARTERS.

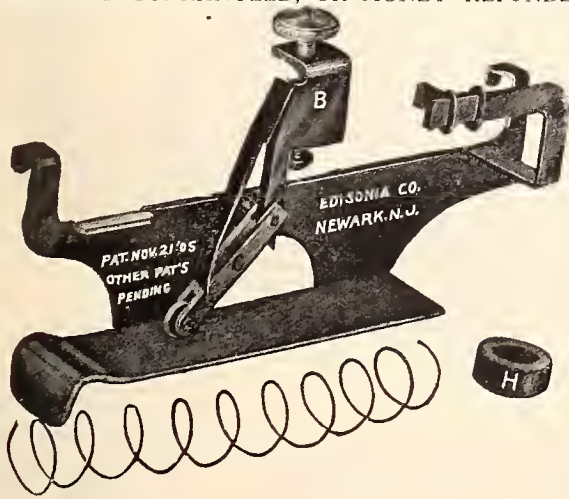
Julius A. J. Friederich, the well-known piano, musical merchandise and talking machine dealer of Grand Rapids, Mich., will soon have talking machine quarters which will vie with anything in the country. F. C. Steinmann, the capable man who has had charge of the small goods and talking machine departments for many years, has been working on the details for some months and has made trips to Chicago and other centers in search of ideas, many of which he has succeeded in improving upon. The third floor of the building adjoining the Friedrich building has been secured and is now being remodeled. A passageway has been cut through, and a few steps from the elevator shaft at the third-floor landing in

the present building brings one to the new talking machine department. There are three record rooms, onelarge one which will be used for public pronograph recital purposes, and two smaller ones—one for Victor and the other for cylinder machines. These rooms are located on either side of the record stock room. The demonstrating machine in either case will be placed on the shelf of a window opening from the stock room into the record room, and the machine fed by salesmen stationed in the stock room, where they will have everything right to hand. Another large room on the same floor will be used for music merchandise, cabinets, etc., although a line of samples will also be carried on the first floor. Mr. Steinmann has some excellent plans looking to the handling and exploiting of the talking machine department. Some time since, this house became jobbers on quite a large scale, and they are greatly enlarging their facilities for this branch of the business.

### A BIG ORDER.

What is considered one of the largest single express shipments ever made from the National Phonograph Co.'s factory was that to W. D. Andrews, a Syracuse, N. Y., jobber. It consisted of 86 cases of Edison records in a special car.

POSITIVELY GUARANTEED, OR MONEY REFUNDED



## INSTANTANEOUS AND AUTOMATIC REPEATER

FOR HOME AND STANDARD PHONOGRAPHS

You can put it on or off in one minute (no drilling holes in machine). CHEAPEST—SIMPLICITY—DURABILITY. Our delay was for your benefit; it is now perfect.

If you have one of the first ones sent out, return it and we will mail you our latest free of charge.

Sample, prepaid, to any Dealer in the world at \$1.50; listed, \$2.25. Usual discount to the trade.

**EDISONIA CO.** Newark, N. J., U. S. A.



## OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped  
Abroad from the Port of New York.

(Special to The Talking Machine World.)  
Washington, D. C., March 9, 1906.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

## MARCH 12.

Bombay, 21 pkgs., \$354; Berlin, 26 pkgs., \$539; Buenos Ayres, 20 pkgs., \$600; 23 pkgs., \$749; 53 pkgs., \$1,183; Corinto, 3 pkgs., \$425; Callao, 11 pkgs., \$288; Cienfuegos, 9 pkgs., \$341; Caibarien, 19 pkgs., \$415; Glasgow, 16 pkgs., \$255; Hamburg, 17 pkgs., \$355; Havana, 53 pkgs., \$1,840; Havre, 10 pkgs., \$286; London, 1,172 pkgs., \$16,369; 37 pkgs., \$3,234; 657 pkgs., \$7,961; 90 pkgs., \$3,616; La Guaira, 5 pkgs., \$182; Liverpool, 4 pkgs., \$465; Mazatlan, 4 pkgs., \$124; Melbourne, 10 pkgs., \$323; Montevideo, 10 pkgs., \$375; 11 pkgs., \$191; Manila, 34 pkgs., \$1,628; Rio de Janeiro, 3 pkgs., \$415; Sheffield, 1 pkg., \$100; Vera Cruz, 8 pkgs., \$165; Sydney, 407 pkgs., \$5,628.

## MARCH 19.

Bombay, 15 pkgs., \$256; Brussels, 106 pkgs., \$863; Callao, 7 pkgs., \$880; 7 pkgs., \$247; Calcutta, 6 pkgs., \$162; Cape Town, 12 pkgs., \$230; Cardenas, 11 pkgs., \$194; Colon, 7 pkgs., \$227; Genoa, 60 pkgs., \$3,015; Glasgow, 37 pkgs., \$644; Havana, 31 pkgs., \$947; 27 pkgs., \$1,112; Havre, 5 pkgs., \$335; Limon, 3 pkgs., \$165; London, 8 pkgs., \$462; 109 pkgs., \$6,677; 767 pkgs., \$6,252; Progreso, 4 pkgs., \$216; Sheffield, 25 pkgs., \$213; Valparaiso, 9 pkgs., \$484; 35 pkgs., \$1,358.

## MARCH 26.

Batavia, 3 pkgs., \$259; Berlin, 127 pkgs., \$4,793; Buenos Ayres, 5 pkgs., \$200; Caibarien, 9 pkgs., \$142; Callao, 16 pkgs., \$495; Colon, 1 pkg., \$122; Guayaquil, 6 pkgs., \$100; Hamburg, 10 pkgs., \$209; Havana, 20 pkgs., \$737; 20 pkgs., \$1,125; Havre, 24 pkgs., \$498; Iquitos, 4 pkgs., \$101; Kobe, 3 pkgs., \$130; La Guaira, 10 pkgs.,

\$263; Limon, 6 pkgs., \$102; London, 4 pkgs., \$117; 39 pkgs., \$3,790; 798 pkgs., \$15,896; Manila, 12 pkgs., \$853; Milan, 26 pkgs., \$1,354; Naples, 2 pkgs., \$100; Para, 5 pkgs., \$275; Santa Marta, 3 pkgs., \$130; Santiago, 7 pkgs., \$192; Santos, 9 pkgs., \$123; Vera Cruz, 13 pkgs., \$200; Vienna, 20 pkgs., \$1,000.

## APRIL 2.

Acajutla, 13 pkgs., \$208; Berlin, 169 pkgs., \$968; Bombay, 23 pkgs., \$271; 35 pkgs., \$634; 4 pkgs., \$132; Brussels, 115 pkgs., \$940; Colon, 4 pkgs., \$232; Cardenas, 6 pkgs., \$178; Guayaquil, 5 pkgs., \$138; Glasgow, 43 pkgs., \$365; Havre, 19 pkgs., \$732; Havana, 10 pkgs., \$466; 20 pkgs., \$746; 781 pkgs., \$7,342; 97 pkgs., \$8,233; Liverpool, 70 pkgs., \$558; Manchester, 45 pkgs., \$345; Milan, 25 pkgs., \$1,040; Naples, 1 pkg., \$130; Rotterdam, 5 pkgs., \$200; Rio de Janeiro, 5 pkgs., \$351; Sydney, 569 pkgs., \$12,513; St. Petersburg, 12 pkgs., \$467; Tampico, 7 pkgs., \$510; Vera Cruz, 15 pkgs., \$190; Vienna, 21 pkgs., \$625; Valparaiso, 4 pkgs., \$55.

## REDUCTION IN "TALKER" FREIGHTS.

Commenting upon recent freight reductions in talking machines, the Portland Oregonian says: "A step that promises to increase the number of phonographs and other talking machines in the State has just been taken by the O. R. & N. Co., which announces a reduction in freights on that commodity from \$3.25 in less than carload shipments, to \$2.50 per 100 pounds. In carload shipments the rate will be reduced from \$2.25 to \$2.20. These changes will become effective April 1."

## "THE VOICE OF THE VICTOR."

A neatly printed, pertinently edited, well illustrated twelve-page paper, with the foregoing title, the first issue bearing date of March, is published as "the trade journal of the Victor Talking Machine Co., Camden, N. J." The publishers' announcement says: "It is the purpose of the Victor Talking Machine Co. to publish this paper

from time to time, as a convenient bulletin of Victor facts of manufacture, for the dealers who sell its product and also as an exchange of ideas and methods between the dealers themselves." The "Voice of the Victor" is for complimentary distribution.

## RECENT INCORPORATIONS.

The Italian Phonograph Co., of New York, was incorporated at Albany last week with a capital of \$5,000, for the purpose of manufacturing and selling talking machines and records. The directors are Francis Palmieri, E. R. Acetta, F. S. Stickie, New York.

\* \* \* \*

The Evans Phonograph Record Co., of New Jersey, with offices at 1219 Washington street, Hoboken, N. J., has been incorporated with the authorities of New Jersey for the purpose of manufacturing phonographs, graphophones, etc., with a capital of \$50,000. Incorporators, James M. Evans and J. C. Buxton, New York, and Chas. A. Reiners, of Hoboken.

The Queen City Talking Machine Co., 474 Queen street, west, Toronto, is a new addition to the talking-machine fraternity in Toronto. They have opened up one of the largest and handsomest talking machine stores in Canada and will carry, among others, the Columbia machines and records. B. J. Markle, formerly manager of the Columbia Phonograph Co.'s store at Hamilton, Ontario, is the proprietor.

The E. E. Forbes Piano Co., of Birmingham, Ala., have recently increased their capital stock from \$200,000 to \$500,000. One of the causes for this move was taking on the talking-machine business, which this concern are to push extensively.

W. E. Gilmore, president of the National Phonograph Co., Orange, N. J., is in the salubrious climate of South Carolina enjoying a brief respite from pressing business cares. He will return north next week.

# THE LATEST::THE CABINET PHONOGRAPH

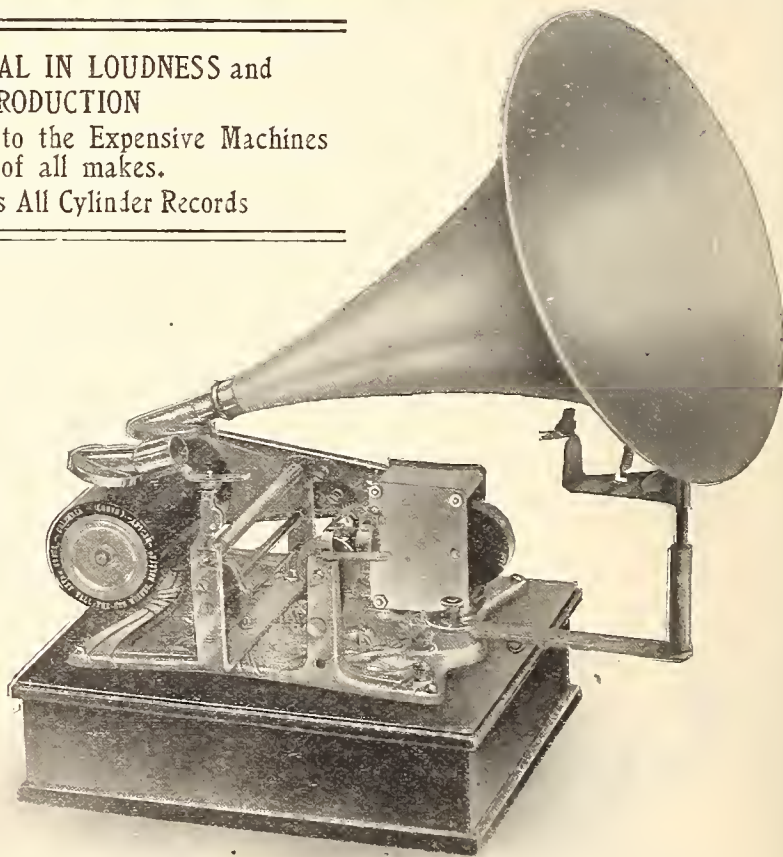


## ALUMINUM HORN

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We sell ALUMINUM HORNS separately, also.

EQUAL IN LOUDNESS and  
REPRODUCTION  
to the Expensive Machines  
of all makes.  
Plays All Cylinder Records



THE EDWIN A. DENHAM COMPANY, INC.

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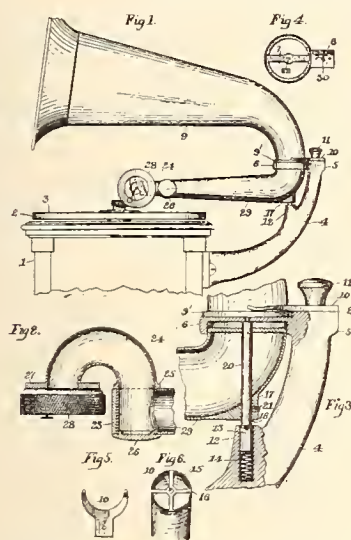
## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., April 9, 1906.

**TALKING MACHINE.** Eldridge R. Johnson, Philadelphia, Pa., assignor to Victor Talking Machine Co., of New Jersey. Patent No. 814,786.

In a talking machine where an amplifying horn is employed for delivering the reproduced sounds it is desirable and advantageous in obtaining the highest degree of efficiency in the quality and volume of the tone reproduced to employ not only a large horn, but also to locate the small end of the horn as near as possible to the sound box or reproducing mechanism. By locating the small end of the horn in this manner so that the sound



conducting tube or horn flares outwardly practically from the sound box it allows the sound waves to advance with a regular, steady and natural increase in their wave fronts in a manner somewhat similar to that of the ordinary musical instruments, thus obviating the well-known disadvantages due to long passages of small and practically constant diameter. It is also desirable to avoid abrupt turns in the sound conducting tube or passage. It is, therefore, the object of this invention to provide a talking machine with an amplifying horn meeting these requirements and at the same time to reduce the size, length and weight of the horn, so that it can be conveniently transported.

In the drawings, Fig. 1 is a side elevation of the improved construction as applied to the talking machine; Fig. 2, a horizontal sectional view of the small end or hollow arm portion of the amplifying horn, showing the means to allow of the vertical movement of the sound box; Fig. 3, a vertical sectional view showing the means whereby the larger portion of the horn is adjustably mounted and the hollow arm or lower portion of the horn is pivoted so as to communicate therewith; Fig. 4, a plan view of the end of the support for the larger portion of the amplifying horn; Fig. 5, a view of the yoke for holding the same in position upon its support, and Fig. 6, a plan view of the end of the hollow

arm or pivoted portion of the amplifying horn.

**HORN FOR RECEIVING AND DELIVERING SOUND.** Leonard L. Terhune, Newark, N. J. Patent No. 814,891. This invention relates to improvements in horns for use in receiving and concentrating sound and for delivering and amplifying sound, and is particularly applicable to recording and reproducing horns on talking machines.

The object of the invention is to construct a horn made of one piece of material having the ferrule formed integral with the body of the horn, thereby reducing the cost of manufacture considerably and producing a more rigid and durable construction. Heretofore it has been customary to form the conical body of the horn in one piece and the cylindrical ferrule of the horn of another piece and then uniting the two pieces by soldering them together. This construction has been very objectionable in view of the fact that the acid used in the soldering process would invariably run into the seam of the conical part of the horn and prevent the japan with which the horn is usually covered from adhering to the seam at that particular point where the acid would run.

In the accompanying drawings, Figs. 1 and 2 are longitudinal views of a horn in which this improvement is shown. Figs. 3 and 4 are end views of the same, illustrating the seam of the horn in one case, as in Fig. 3, on the outside of the ferrule and the seam in Fig. 4 on the inside of the ferrule. Figs. 5, 6 and 7 are partial longitudinal views of a horn in which modified forms of the improvement are shown. Fig. 8 shows a horn blank placed upon a tapering mandrel with the forming die arranged above it preparatory to forming the cylindrical ferrule thereon. Fig. 9 shows the finished horn on the mandrel with the die in position. Fig. 10 shows a horn blank placed upon a tapering mandrel with the forming die, consisting of three rollers suitably mounted above the same preparatory to forming the cylindrical ferrule thereon. Fig. 11 shows a modified form of mandrel.

**AMPLIFYING HORN.** Eldridge R. Johnson, Merion, Pa., assignor to Victor Talking Machine Co., of New Jersey. Patent No. 814,848.

The object of this invention is to provide an amplifying horn, principally for use with talking machines, of such a character that the same will have all the material advantages of a single horn connected directly to the sound box, but without having the disadvantages due to long passages of small and practically constant diameter, to

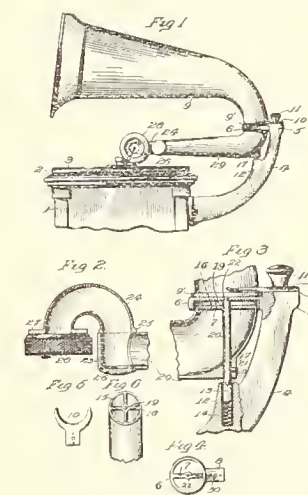
the weight of the bell portion of the amplifying horn, and to abrupt turns in connecting tubes.

This application is a division of prior application, filed February 12, 1903, Serial No. 143,060, which covers certain features of construction of talking machines which are shown, but not claimed herein.

The subject matter of this application particularly pertains to the sound conveying portions considered as a continuous tapering horn having joints therein to allow movement of the sound box and the adjustment of the position of the bell portion of the horn.

In talking machines with which amplifying horns are used for delivering the reproduced sounds it is desirable to obtain the highest degree of quality and volume of tone that is possible. To this end large horns are used, but the weight of such horns must be so distributed as not to cause any bearing upon the sound box to increase the weight on the stylus or needle or otherwise interfere with the free movement thereof. Heretofore the amplifying horn in the usual form of talking machines has been carried by a pivoted arm, to the end of which is attached the sound box, which has direct communication with the small end of said arm, and such a construction materially affects the operation of the sound box when the horn is changed in direction or position or varied in size.

One special object, therefore, of this invention



is to provide such an amplifying horn that the effect will be the same as though the horn were connected directly to the sound box, as in the former types of talking machines, without the disadvantages due to the weight of the horn and without employing long passages of small and practically constant diameter, while the larger end of the horn may be directed to any point of the compass without affecting the sound box or the position of the machine.

Fig. 1 is a side elevation of the improved talking machine; Fig. 2 a horizontal sectional view of the small or hollow arm portion of the amplifying horn, showing means to allow of the vertical movement of the sound box; Fig. 3, a sectional view showing means whereby the larger portion of the horn is adjustably mounted and the hollow arms or lower portion of the horn is pivoted so as to communicate therewith; Fig. 4, a plan view of the end of the support for the larger portion of the amplifying horn; Fig. 5, a view of the yoke for holding the same in position upon its support, and Fig. 6 a plan view of the hollow arm or pivoted portion of the amplifying horn.

**SOUND REPRODUCING AND MAGNIFYING MEANS.** Jesse L. Gray, Santa Ana, Cal., assignor of one-

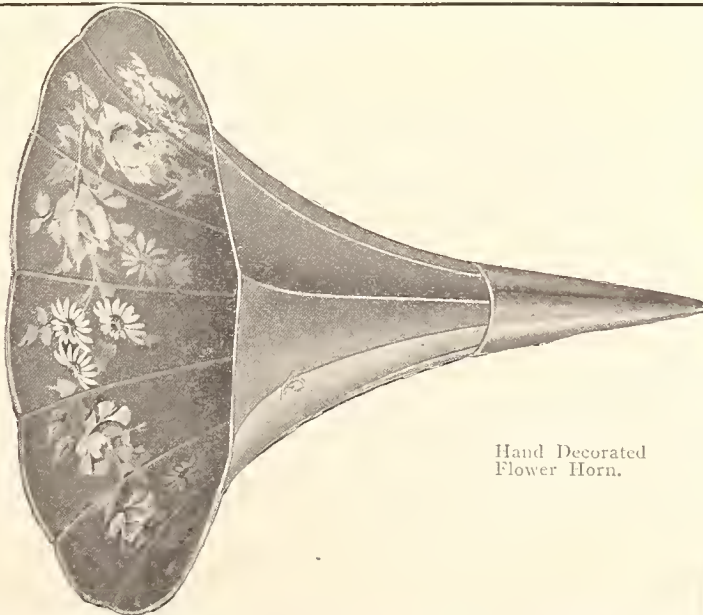
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No. 5 Horn Crane.

Dealers who want to increase their trade must be up to date. The No. 5 Horn Crane is the latest and most approved style on the market. Our horns are noted for their beauty and amplifying qualities.



Hand Decorated Flower Horn.

**Eclipse Phonograph Co.**

A. W. M. TOENNIES, Proprietor

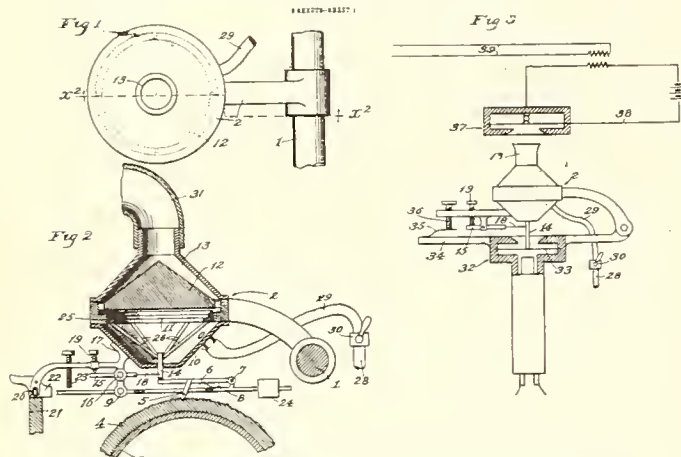
203 Washington Street, Hoboken, New Jersey



half to Percy F. Rice, same place, and William H. Faust, Los Angeles, Cal. Patent No. 814,839.

The primary object of this invention is to provide means for use in connection with a phonographic reproducer for producing impulses in the air directly corresponding to the undulations in the record without the intervention of a solid sound distributor, such as a diaphragm, thereby preserving the character of the sound waves without any scratching, rattling or other extraneous noises. Another object of the invention is to provide for amplification of the sound to any desired extent and for regulation or variation of the intensity of the sound.

The invention comprises, in connection with a



reproducer and means for moving a record in co-operative relation therewith, a valve responsive to the movements of the reproducer and an elastic fluid pressure means having an outlet controlled by said valve, the movement of the valve being transverse to the movement of the fluid through the valve and the construction of the valve being such that there is no pressure on the valve due either to the pressure of the fluid or to the movement of the fluid.

The accompanying drawings illustrate the invention. Fig. 1 is a plan of a phonograph provided with the invention. Fig. 2 is a vertical section on the line x<sup>2</sup> x<sup>2</sup> in Fig. 1. Fig. 3 is a diagram showing the application of the device as a relay for telephones.

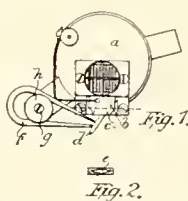
GRAMOPHONE. Charles Algernon Parsons, Newcastle-Upon-Tyne, England. Patent No. 814,561.

The following is one of three claims made for this invention:

"1. A needle attachment for gramophones and the like, comprising a socket arm attached to the sound producing means, said socket arm having a diamond shaped socket therein adapted to receive a needle and hold the same jammed with no lateral freedom when resting on the record and means external to said socket acting on the

portion of the needle which projects therefrom for holding the needle in the socket, substantially as described."

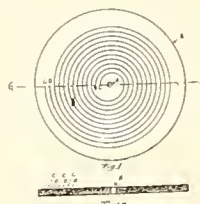
Referring to the accompanying drawings, Fig.



1 shows an elevation of a gramophone reproducer with one form of the improved attachment, Fig. 2 being a sectional plan of the socket.

DISC TALKING MACHINE BLANK. Rudolph Klein, New York, N. Y., assignor of one-fifth to Byron G. Harlan, Orange, N. J. Patent No. 814,053.

The object of this invention is to provide a ready means of producing disc talking machine records of a wax composition or the like in such a manner as to enable said records to be utilized in connection with the usual apparatus employed for reproducing the permanent records of trade and at the same time protect such records from accidental injury through being scratched or



rubbed together. This device also secures the ready tracking of the recording stylus in making said sound records on the improved blanks, resulting in the sound record being made in the form of a volute spiral on the disc. These objects are attained by the means illustrated in drawings herewith, and in which Fig. 1 shows a top or plan view of one form of the improved device. Fig. 2 shows a cross-section on line G H of Fig. 1.

PITCH INDICATING ATTACHMENT FOR SOUND REPRODUCING MACHINES. Charles L. Chisholm, North Sydney, Canada. Patent No. 814,941.

The object of the present invention is to provide an improved means whereby phonographs, graphophones and other sound reproducing machines may be utilized in the teaching of music, and particularly in teaching absolute pitch. A further object of the invention is to provide an improved form of indicating device in the nature of an attachment which may be made and sold as a separate article of manufacture and applied to existing sound reproducing machines or which

may be constructed as part of a machine during the manufacture of the latter.

A still further object of the invention is to provide for the adjustment of the indicating means in accordance with the pitch and tempo at which

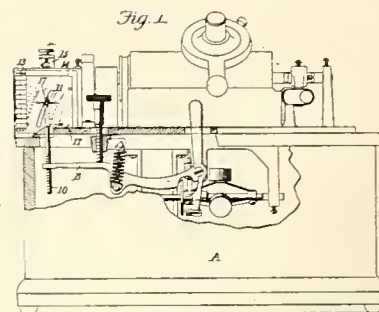
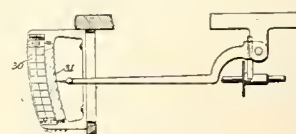


Fig. 1.



a record is made, so that in reproducing the record the speed of the machine may be adjusted until the selection is being reproduced at the pitch and tempo of recording, after which the indicating means may be adjusted until the key symbol of reproduction is in correct position.

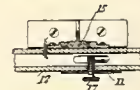
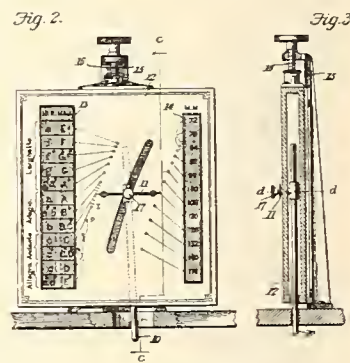


Fig. 4.

The speed of the machine may then be increased or diminished, each movement effecting a simultaneous adjustment of the indicator and the latter showing the new key of reproduction it being possible to produce any composition in every pos-

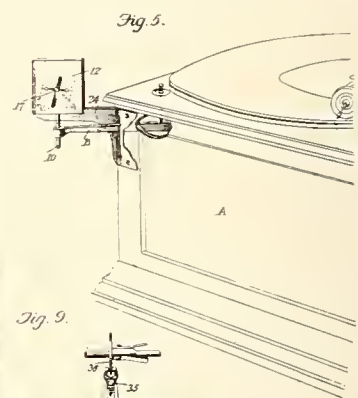


Fig. 5.

Fig. 6.

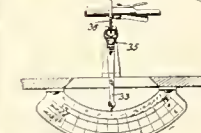


Fig. 7.

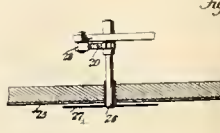
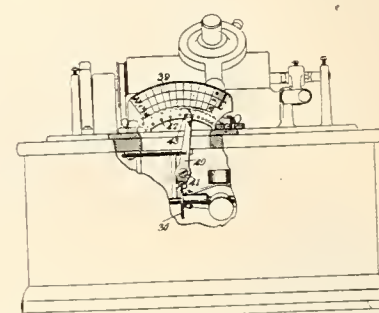


Fig. 8.

sible key in true relation to the tonal center and to indicate the correct key of reproduction, so that the pupil may readily follow the selection on the charts previously referred to, a separate chart being prepared for each key.

In the accompanying drawings, Fig. 1 is a front elevation illustrating a portion of a phono-

Fig. 10.



graph and showing the application thereto of an indicating device constructed and arranged in accordance with the invention. Fig. 2 is a detail elevation of the indicating devices on an en-

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ARE THE LARGEST MANUFACTURERS OF RECORDS  
IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the  
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WE GUARANTEE EVERY RECORD TO BE PERFECT.

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# "Be a 20th Century Dealer!"

**I**F we offered you the service of our Singers, Orchestra and Band for a series of concerts at your store, you would gladly accept. As our artists are all busy making records to supply the demand for new and popular selections, we can't loan them for even a day, but we offer what will accomplish exactly the same result, and bring you as many dollars—namely, the

## 20th CENTURY GRAPHOPHONE

You have heard of it; have you ever *heard* it? This machine involves an entirely new principle of sound reproduction, producing the full volume and exact tone quality of the original.

An ordinary Cylinder Record, of any make, when reproduced on this machine, increases the volume of sound to *sixteen times louder* than any other talking machine in the world. Sound wave tests in the laboratory show this. Think what this means to you, Mr. Dealer, when you employ this machine to play records for your customers.

You know that the better your Reproducing Machine, the more Records you sell. The 20th Century Graphophone sells Records as no other machine can possibly do.

The price, retail, is \$100, without the horn. Liberal Discount given the trade.

Write us to-day for particulars regarding the 20th Century Graphophone.

## COLUMBIA PHONOGRAPH CO., Gen'l

WHOLESALE HEADQUARTERS

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LARGEST TALKING MACHINE MANUFACTURERS IN THE WORLD

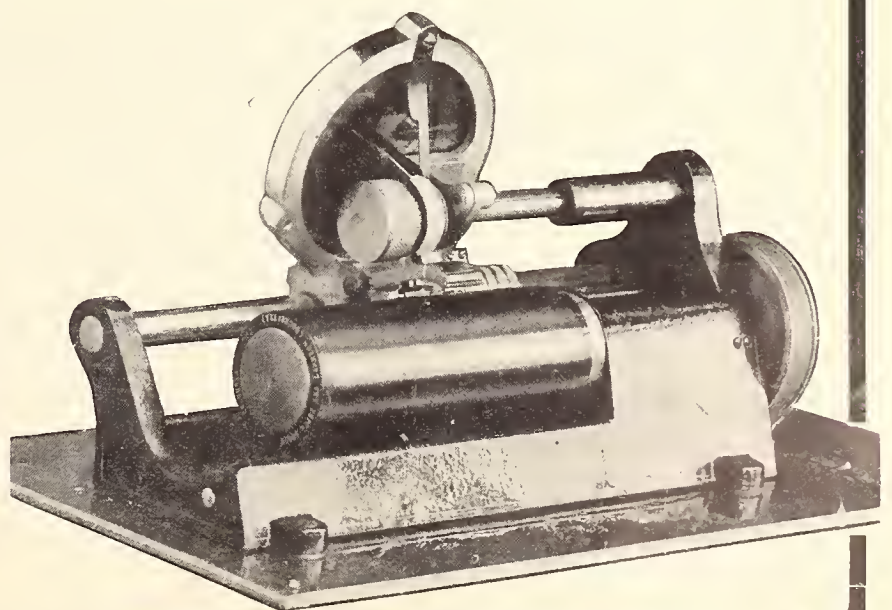
Grand Prix, Paris, 1900 Double Grand Prize, St. Louis, 1904

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**NOTE**—The mandrel of the 20th Century Graphophone accommodates the Half-Foot Length Records which are now being made by this Company exclusively (Price, 50c. each).



20TH CENTURY GRAPOPHONE.



REAR VIEW 20TH CENTURY GRAPHOPHONE.



larged scale. Fig. 3 is a vertical section of the same on the line c c of Fig. 2. Fig. 4 is a sectional plan view on the line d d of Fig. 3. Fig. 5 is a detail perspective view illustrating the application of the device to a gramophone. Fig. 6 is an elevation illustrating a modification of the mechanism, the indicating dial in this instance being circular in form. Fig. 7 is a sectional view of the same on the line g g of Fig. 6. Fig. 8 illustrates a modification of the invention in which the controlling lever moves directly over an indicating table. Fig. 9 illustrates a still further modification in which the indicating mechanism is operated directly from the motor. Fig. 10 illustrates a still further modification of the invention.

### DR. CAHILL'S TELHARMONIUM.

**Remarkable Electrical Invention for Which Wonderful Things Are Claimed—Will Send Music Over Telephone Wires for Hundreds of Miles—Will be Given Initial Trial in New York Within the Next Four or Five Months.**

Another electrical wonder has been given to the world. Dr. Thaddeus Cahill, in a dingy shop at Holyoke, Mass., has, after twelve years of unremitting toil, succeeded in finally perfecting what is considered by electrical engineers to be one of the most remarkable devices in the history of electricity.

In this little shop there now stands a 200-ton electrical machine called by its inventor the telharmonium, which combines in itself the musical power of all known instruments, and besides this can send its music over telephone wires for hundreds of miles in all directions. Any telephone subscriber within its radius can be supplied with music in great or small amounts, as his feelings dictate.

"Future Paderewskis," says the Electrical World, "sitting in New York may be heard in 10,000 places miles apart, and in each place the original effect is heard."

The real wonder and novelty of Dr. Cahill's invention lies in the fact that the telharmonium does not, like the phonograph, reproduce music but actually makes it, and in an entirely new way. What the operator plays on are a number of little specially arranged dynamos. These are so connected to the keyboard, which is arranged like that of an organ, that the depression of a certain note, A for instance, causes a current in the transmitting wires which produces a vibration in the telephone receiver at the other end of the line just like that following the playing of A on a piano.

The person with the receiver at his ear hence hears the A as if it were played upon a piano. In other words, the note is not actually made until the current reaches the receiver at the end of the wire. So that this little two-inch contrivance is the actual music producer of the telharmonium.

It is wonderful enough that any sort of a tune can be played on such a simple little device, but when Dr. Cahill states that any note of any quality and timbre—violin, flute, piano, organ, clarinet, etc.—can be accurately reproduced by the telharmonium, and further, that the combined harmonies of these various instruments, as they occur in bands and orchestras, can also be accurately produced by a single performer at the keyboard, one's wonder becomes perilously near to skepticism.

These claims, however, seem to be well authenticated, and it is announced that in about three months one of the new machines is to be set up in this city. If this is the case, the public will soon be able to test Dr. Cahill's claims.

The telharmonium must, obviously, be a very complicated and hence expensive machine. The one at present in Dr. Cahill's Holyoke laboratory is said to have cost about \$200,000. This excessive cost is seen to be of no great importance when it is remembered that one machine will probably be able to supply from 7,000 to 10,000 subscribers.

In receiving the electrical music the ordinary

telephone receiver is screwed into the end of a horn, like that used on the phonograph. The music is said to be loud and clear, one receiver filling a good-sized room and entirely free from the disagreeable rasping and scraping accompaniments so common in the reproductions of some of the cheaper styles of talking machines.

Lord Kelvin, during his recent visit to this country, is said to have examined and been greatly impressed by Dr. Cahill's instrument. A local electrical engineer who has been up to Holyoke and heard the telharmonium, describes its tones as beautifully clear and pleasant to the ear. As to the genuineness and revolutionary character of the discovery, therefore, there seems no doubt. A recent issue of the Electrical World speaks of it as "the birth of a new art," one of "the notable achievements of our modern day," the "creation of another great electrical industry."

The company which will put this unique instrument upon the market is capitalized at \$750,000. Its officers are: President, O. T. Crosby; vice-president, F. C. Todd; treasurer, A. H. S. Post; secretary, H. F. Stevenson.

The instrument will be given its first trial in New York City. It has been estimated that service can be supplied private residences, restaurants, saloons, churches, schools, hospitals, theaters, hotels, barber shops and other places at rates ranging from 20 cents a day to \$10 a day.

### DOUGLAS CO. EXPANDING.

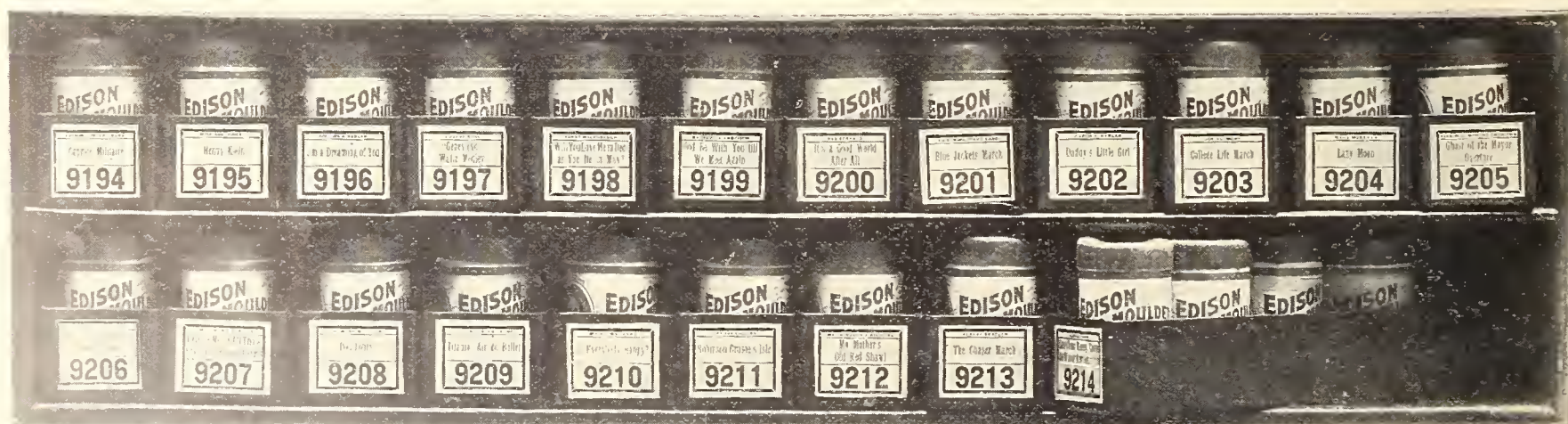
At the Douglas Phonograph Co., New York, the business quarters have been remodeled so as to provide a commodious private office for C. V. Henkel, president and general manager, and the accommodation of his private secretaries. It is handsomely finished in oak and cathedral glass and appropriately furnished.

Several important Edison patents expire April 3—and thereby hangs a tale, the quid nuncs say.

## INCREASE YOUR RECORD BUSINESS

### THE TRAY SYSTEM FILLS THE LONG-FELT WANT.

Every dealer will readily see the advantages obtained by using this System of carrying records in stock. It is concise and appeals at once to the prospective customer. Every dealer using this System speaks in the highest terms of its convenience and selling power.



By actual experience sells as many records as a first-class salesman. Makes a more attractive looking stock than can be obtained by any other method.

*Sold to the trade in complete outfits, consisting of 1350 Trays and Labels for every Edison record listed in the Domestic catalogue.*

MANUFACTURED BY **BOSTON CYCLE & SUNDRY COMPANY,** *J. M. LINSKOTT, Manager.*  
48 Hanover Street, - - - - - BOSTON, MASS.



## RECORD BULLETINS FOR MAY, 1906.

## COLUMBIA 10-INCH DISC RECORDS.

- 3359 So Long, Mary (George M. Cohan) Contralto solo with chorus, Orch. accom. .... Miss Corinne Morgan
- 3360 The Buffalo Rag (Tom Turpin) Banjo solo, Orch. accom. .... Vess L. Ossman
- 3361 Simplicity Intermezzo (Hans S. Line) Orchestra bells, Orch. accom. .... Harry Yerkes
- 3362 Gretchen (Wm. H. Penn) Baritone and tenor duet, Orch. accom. .... Collins and Harlan
- 3363 L-A-Z-Y Spells Lazy (Ramsey Wallace) Baritone and tenor duet, Orch. accom. .... Collins and Harlan
- 3364 Believe Me If All Those Endearing Young Charms (Tom Moore) Baritone solo, Orch. accom. .... George Alexander
- 3365 In the Sweet Bye and Bye (Bennett and Webster) Baritone solo, Orch. accom. .... George Alexander
- 3366 Jessamine—Coon song (Albert Gumble) Baritone solo, Orch. accom. .... Arthur Collins
- 3367 Pretty Desdamone (F. Collis Wildman) Baritone solo, Orch. accom. .... Arthur Collins
- 3368 Nothing Like That in Our Family—Comic (S. Furth) Tenor solo, Orch. accom. .... W. F. Denny
- 3369 If You Can't Say Something Good, Don't Say Nothing at All (Tharold) Baritone solo, Orch. accom. .... Bob Roberts
- 3370 Moving Day—Coon song (Harry von Tilzer) Baritone solo, Orch. accom. .... Bob Roberts
- 3371 Uncle Quit Work, Too (Jean Havez) Baritone solo, Orch. accom. .... Bob Roberts
- 3372 It's the Same Old Girl (Benjamin H. Burt) Baritone solo, Orch. accom. .... Frank C. Stanley
- 3373 Panhandle Pete's Patrol (Len Spencer) Talking Record—Descriptive, Orch. accom. .... Len Spencer
- 3374 The Merry Mail Man (Len Spencer) Talking Record—Descriptive, Orch. accom. .... Len Spencer and Geo. W. Johnson
- 3375 Mrs. Hiram Offen Engaging Bridget O'Sullivan (Steve Porter) Talking Record—Descriptive, Orch. accom. .... Emma Forbes and Steve Porter
- 3376 The Eclipse of the Sun at Pumpkin Center (Cal. Stewart) Uncle Josh Weathersby's Laughing Story, .... Cal. Stewart
- 5436 El Gorro Frigio (M. Nieto) Baritone solo in Spanish, Piano accom. .... Alberto S. Caceres
- 10304 Iris—Inno al sole (Mascagni) .... Columbia Band
- 25949 Ida and Dot Polka (F. H. Losey) .... Besses o' th' Barn Prize Brass Band
- 25952 The Morris Dance (Ed. German) .... Besses o' th' Barn Prize Brass Band
- 25960 Weymouth Chimes (J. S. Howgill) .... London Military Band
- 25972 Pierrot (Wm. H. Hutchison) Baritone solo, Piano accom. .... Horatio Connell
- 25973 Absent (John W. Metcalf) Baritone solo, Piano accom. .... Horatio Connell
- 25976 O Star of Eve, from "Tannhauser" (Wagner) Baritone solo, Piano accom. .... Horatio Connell
- TWELVE-INCH ONLY.**
- 3377 Home, Sweet Home (John Howard Payne) Soprano solo, Piano accom. .... Miss Ruth Vincent

## COLUMBIA GOLD MOULDED RECORDS.

- 32912 The Irish American—March and Two-step (Geo. M. Cohan) .... Columbia Orchestra
- 32913 All Hail the Power of Jesus' Name (Oliver Holden) Male voices, unaccompanied, .... Columbia Quartette
- 32914 Gretchen (Wm. H. Penn) Baritone and tenor duet, Orch. accom. .... Collins and Harlan
- 32915 Battle Hymn of the Republic (Julia Ward Howe) Baritone solo, Orch. accom. .... George Alexander
- 32916 Free as a Bird (Mary S. B. Dana) Baritone solo, Orch. accom. .... George Alexander
- 32917 Jessamine—Coon song (Albert Gumble) Baritone solo, Orch. accom. .... Arthur Collins
- 32918 Pretty Desdamone (F. Collis Wildman) Baritone solo, Orch. accom. .... Arthur Collins
- 32919 Nothing Like That in Our Family—Comic (Seymour Furth) Tenor solo, Orch. accom. .... Will F. Denny
- 32920 You're a Grand Old Rag (Geo. M. Cohan) Tenor solo, Orch. accom. .... Billy Murray
- 32921 If You Can't Say Something Good, Don't Say Nothing at All (Tharold) Baritone solo, Orch. accom. .... Bob Roberts
- 32922 Moving Day—Coon song (Harry von Tilzer) Baritone solo, Orch. accom. .... Bob Roberts
- 32923 Uncle Quit Work, Too (Jean Havez) Baritone solo, Orch. accom. .... Bob Roberts
- 32924 It's the Same Old Girl (Benjamin H. Burt) Baritone solo, Orch. accom. .... Frank C. Stanley
- 32925 By the Light of the Honeymoon (James O'Dea and Anna Caldwell) Baritone solo, Orch. accom. .... Frank C. Stanley
- 32926 Sunday-school Picnic at Pumpkin Center—Descriptive (Cal. Stewart) Laughing Story Mr. and Mrs. Cal. Stewart and Columbia Quartette
- 69304 Iris—Inno al sole (Mascagni) .... Columbia Band

## NEW EDISON GOLD MOULDED RECORDS.

- Edison Gold Moulded Records are made only in standard size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.
- 9266 Everybody Works but Father—Humoresque (Havez-Bellstedt) .... Edison Concert Band
- 9267 My Little Dutch Colleen (Mullen) Dutch-Irish waltz song, Orch. accom. .... Ada Jones
- 9268 Jessamine (Gumble) Coon love song, Orch. accom. .... Arthur Collins
- 9269 Colleen Bawn (Helf) Irish march song, Orch. accom. .... Harlan and Stanley
- 9270 La Traviata—Concert Waltz (Verdi-Popp) Flute solo, Orch. accom. .... Eugene C. Rose
- 9271 Keep on the Sunny Side (Morse) Motto song, Orch. accom. .... Byron G. Harlan
- 9272 Let the Lower Lights be Burning (Bliss) Gospel hymn, Orch. accom. .... Anthony and Harrison
- 9273 Then You'll Remember Me (Balfé) Sung by soprano, Orch. accom. .... Marie Narelle
- 9274 Imperial Life Guard March (Gardes du Corps) (Hall) .... Edison Military Band
- NEW MINSTREL SERIES.**
- 9275 At the Minstrel Show—No. 1 Grand Introductory overture, "Around the World," by the entire Company. .... Edison Minstrels

- 9276 At the Minstrel Show—No. 2. Introducing the First Edition End Men, Arthur Collins and Lyrion G. Harlan and Mr. Collins' end song, "When the Days Grow Longer," with Orch. accom. and quartette chorus. .... Edison Minstrels
- 9277 At the Minstrel Show—No. 3. Introducing the Second Edition End Men, Len Spencer and Lilly Murray and the descriptive tenor ballad, "The Lighthouse by the Sea," sung by Harry McDonough with Orch. accom. and quartette chorus. .... Edison Minstrels
- 9278 At the Minstrel Show—No. 4. Introducing Will F. Denny's monologue specialty, "A Matrimonial Chat" and comic song, "It's All a Matter of Taste," with Orch. accom. .... Edison Minstrels
- 9279 At the Minstrel Show—No. 5. Introducing Len Spencer and Lilly Murray in their witty rapid-fire comedy conversation entitled "The Jokesmiths" and parody "Everybody Jokes but Father," with Orch. accom. .... Edison Minstrels
- 9280 At the Minstrel Show—No. 6. Plantation Sketch, "A Darktown Serenade," by the entire company. .... Edison Minstrels
- 9281 Sorella (La Matichiche) (Gallini) Marche Espagnole .... Edison Military Band
- 9282 Anxious (Kendis & Paley) Soprano and tenor duet, Orch. accom. .... Miss Hoy and Mr. Anthony
- 9283 Good-Bye, Sweetheart, Good-Bye. (Hatton) Orch. accom. .... Frank C. Stanley
- 9284 Dramatic Overture (Schauspiel) (Bach) .... Edison Symphony Orchestra
- 9285 When the Mocking Birds are Singing in the Wildwood (Blanke) Descriptive song, Orch. accom. .... Irving Gillette
- 9286 Pretty Pond Lilies (Hall) Bells solo, Orch. accom. .... Albert Benzler
- 9287 Traveling (Botsford) Comic male duet, Orch. accom. .... Collins and Harlan
- 9288 So Long, Mary (Cohan) Orch. accom. and Male Chorus. .... Ada Jones
- 9289 Chopin's Funeral March (Chopin) .... Edison Concert Band

## LATEST VICTOR RECORDS.

- DESCRIPTIVE SPECIALTY BY HARLAN AND STANLEY, WITH ORCH. ACCOM.
- 31512 Two Rubes in an Eating House. .... (12)
- 4667 La Ti-dly I-dly Um. .... (10)
- DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR. SPENCER.
- 4670 Mandy and Her Man—Orch. accom. .... (10)
- 31519 Maggie Clancey's Grand Piano—Piano specialties. .... (12)
- VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
- 4587 Priscilla—Colonial Two-step. .... Henry (8)
- 4668 La Sorella March. .... Gallini (8)
- BELL SOLO BY CHRIS. CHAPMAN, WITH ORCH.
- 4613 Belle of the West—Schottische. .... Selling (8)
- XYLOPHONE SOLO BY PETER LEWIN, WITH ORCH.
- 4664 Rakoczy March. .... (8)
- TENOR SOLOS BY HARRY MACDONOUGH, WITH ORCH.
- 4665 When the Mocking Birds are Singing in the Wildwood. .... Blanke (8)
- 4672 My Old Kentucky Home. .... Foster (8)
- TENOR SOLOS BY BILLY MURRAY, WITH ORCH.
- 4658 Good-Bye, Maggie Doyle, Jerome & Schwartz (8)
- 4634 The Grand Old Rag—From "George Washington, Jr." .... Cohan (8)
- BASS SOLO BY FRANK C. STANLEY, WITH ORCH.
- 4160 Star Spangled Banner. .... Key (8)
- DUET BY DUDLEY AND MACDONOUGH, WITH ORCH.
- 4666 Dreaming Love of You. .... Harris (8)
- COMIC SONG BY EDWARD M. FAVOR, WITH ORCH.
- 4667 La Ti-dly I-dly Um. .... (8)
- DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER WITH ORCH.
- 4670 Mandy and Her Man—Negro sketch. .... Spencer (8)

## NEW RED SEAL RECORDS.

- ENRICO CARUSO, TENOR, WITH ORCH.
- 87001 Do Quella Pira (That Dark Scaffold) H Trovatore .... Verdi (10)
- 88001 M'appari (Ah! So Pure) Martha Plotow Actl.) La Boheme. .... Puccini (12)
- 88002 Racconto di Radolfo (Rudolph's Recital, Actl.) La Boheme. .... Puccini (12)
- 88003 Salut, demeure (Salve! dimora) Faust. .... Gounod (12)
- 88004 Spirto gentil (Spirit So Fair) Favorita Donizetti (12)
- MME. MARCELLA SEMBRICIL, SOPRANO, WITH ORCH.
- 88017 Caro Nome (Dearest Name) Rigoletto. .... Verdi (12)
- 88021 Mad Scene—Lucia .... Donizetti (12)
- 88022 Ernani involami (Ernani, Fly with Me) Ernani .... Verdi (12)
- 88023 Parla Valse .... Arditi (12)
- ANTONIO SCOTTI, BARITONE, WITH ORCH.
- 88030 Credo—Otello. .... Guiseppi Verdi (12)
- M. PGL PLANCON, BASS, WITH ORCH.
- 88034 Air du Tambour Major—Le Cid. Thomas Marcel Journet, Bass, with Orch. .... (12)
- 64035 Vecchia zimara (The Coat Song) La Boheme. .... Puccini (10)
- 74039 La Marseillaise .... De l'Isle (12)
- 74006 Song to the Evening Star—Tannhauser.. Wagner (12)
- ELLISON VAN HOOSE, TENOR, WITH ORCH.
- 74007 Seleste Aida—Aida .... Verdi (12)

## NEW ZON-O-PHONE RECORDS.

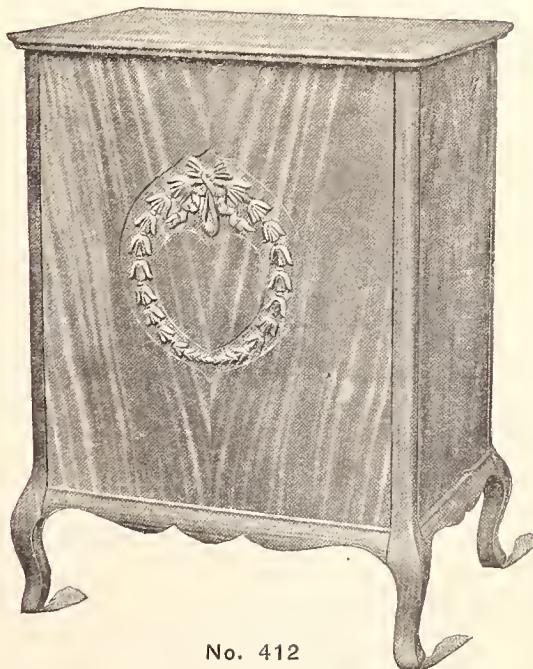
- ZON-O-PHONE CONCERT BAND.
- 426 Blue Jackets March. ....
- 427 Doozie March and Two-Step. ....
- 428 Scotch, Irish and English Airs—Grand Fantasia. ....
- 429 Tone Pictures of the 71st Regiment Leaving for Cuba. ....
- 430 Torchlight Dance. ....
- HAGER'S ORCHESTRA.
- 431 Egyptian Midnight Parade. ....
- 432 In the Clock Store. ....
- 433 Jolly Coppersmith. ....
- 434 Miss Dolly Dollars Waltzes. ....
- 435 Wonderland—Medley Two-step. ....
- SONGS WITH ORCHESTRA ACCOMPANIMENT.
- 436 Anxious. .... Harry Tally
- 437 Belle of the Ball. .... Lyrion G. Harlan
- 438 Ghost of the Banjo Coon. .... Arthur Collins
- 439 G. O. P. .... Billy Murray
- 440 I Like Your Way. .... Byron G. Harlan
- 441 It's the Same Old Girl. .... Frank C. Stanley
- 442 Jessamine. .... Arthur Collins
- 443 L-A-Z-Y Spells Lazy (Coon duet) Collins & Harlan
- 444 Mother, I'm a Rose on Me. .... Billy Murray
- 445 My Dusky Rose. .... Harry Tally
- 446 Niggeh Love His Possum. .... Collins and Harlan
- 447 Night Trip to Buffalo. .... Colonial Quartette
- 448 Norah My Irish Rose. .... Billy Murray
- 449 The Heart Bowed Down. .... Alan Turner
- 450 We Parted As the Sun Went Down. .... F. C. Stanley

## INTERNATIONAL RECORD CO.'S LATEST.

- METROPOLITAN BAND OF NEW YORK.
- 356 Coronation March—From "Le Prophete." ....
- 357 Quartette from Opera "Rigoletto." ....
- 358 Overture to "William Tell." ....
- 359 Valse, Invitation to the Dance (Weber). ....
- 360 La Sorella (March, Espanola). ....
- DESCRIPTIVE QUARTETTES, BY THE RAMBLERS.
- 1306 Farmyard Medley. ....
- 1307 Trip to the County Fair. ....
- 1308 Camp Meeting Jubilee. ....
- 1309 Steamboat Medley (Boat leaving the Wharf at New Orleans). ....
- TENOR SOLOS BY BILLY MURRAY, ORCH. ACCOM.
- 2099 Cheyenne (Shy Ann.) ....
- 2101 Moonlight. ....
- 2103 Please Save the Last Dance for Me. ....
- 2104 Near the Green Banks of the River. ....
- BARITONE SOLOS BY ARTHUR COLLINS, ORCH. ACCOM.
- 1640 You Look Awful Good to Father. ....
- 1641 Let Me See You Smile. ....
- BANJO SOLOS BY VESS L. OSSMAN.
- 3001 Yankee Land. ....
- 3002 St. Louis Tickle. ....
- 3003 The Gay Gossoon. ....
- 3004 Little Johnny Jones Medley. "Yankee Doodle Boys," "Boston Lowsou" and "Give My Regards to Broadway." ....
- 3005 Silver Heels. ....

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- BARITONE SOLOS BY JOE BROWN, ORCH. ACCOM.  
 3011 What are You Going to Do When Your  
 Clothes Wear Out?.....  
 3012 She Looks Good To Me.....  
 3013 When You're Away.....  
 TENOR SOLO BY BILLY MURRAY, ORCH. ACCOM.  
 3018 If Washington Should Come to Life To-day.  
 From "George Washington, Jr.".....  
 CORNET SOLO BY MR. J. DOLAN, ORCH. ACCOM.  
 3042 Fantasia of Irish Airs, with Variations.....  
 BARITONE SOLO BY DAN W. QUINN, ORCH. ACCOM.  
 3055 Old Man Shea.....  
 BARITONE SOLO BY WM. FREDERICKS, ORCH. ACCOM.  
 3074 Ode to Bacchus.....

#### BULLETIN No. 4, AMERICAN RECORD CO.

- REGIMENTAL BAND OF THE REPUBLIC.  
 031332 Boston Commandery March—An old-time  
 favorite.....  
 031333 Come, Come Caroline.—Popular European  
 Two-step.....  
 031334 Silence and Fun.—A bit of rag-time.....  
 031335 Up the Street.—A Harvard March.....  
 AMERICAN SYMPHONY ORCHESTRA.  
 031336 Gambrinus Polka.—Introducing bells.....  
 031337 La Soiree Waltz—Easy glide for dancing....  
 031338 La Sorella.....  
 031339 Over the Hot Sands (Arab Patrol)—Mem-  
 ories of the Mystic Shrine.....  
 CORNET SOLO, ORCH. ACCOM.  
 031340 Riding Through the Glen.—Song and dance.  
 ARTHUR COLLINS, ORCH. ACCOM.  
 031341 The Ghost of the Banjo Coon—Very  
 catchy.....Williams and Walker  
 031342 The Parson and the Turkey—Another  
 "Preacher and the Bear.".....  
 031343 What's the Use of Knocking When a Man  
 is Down?—Popular coon song.....  
 COLLINS AND HARLAN, ORCH. ACCOM.  
 031344 Little Red Papoose—Indian Music.....  
 031345 Out in An Automobile.—Waltz song, de-  
 scriptive.....  
 BYRON G. HARLAN, ORCH. ACCOM.  
 031346 Keep on the Sunny Side.....  
 HARLAN AND STANLEY.  
 031347 Two Rubes and a Tramp Fiddler—Comic  
 Rube Sketch.....  
 HOWARD BLACKBURN, ORCH. ACCOM.  
 031348 Absence Makes the Heart Grow Fonder.....  
 FRANK C. STANLEY, ORCH. ACCOM.  
 031349 When the Mocking Birds are Singing in  
 the Wildwood.....  
 STANLEY AND BURR, ORCH. ACCOM.  
 031350 The Crucifix.....  
 VASSAR GIRLS' QUARTETTE.  
 031351 A Mother's Lullaby.....  
 HARRY TALLY, ORCH. ACCOM.  
 031352 Smile On Me.....  
 BILLY MURRAY, ORCH. ACCOM.  
 031353 I Want Somebody to Love Me.....  
 STEVE PORTER, ORCH. ACCOM.  
 031354 I Wish They'd Do It Now.....  
 LEN SPENCER (DESCRIPTIVE).  
 031355 Arkansas Traveller.....

#### LIST OF 7-INCH RECORDS.

- REGIMENTAL BAND OF THE REPUBLIC.  
 184 Belle of Chicago March.....  
 185 Manhattan Beach March.....  
 AMERICAN SYMPHONY ORCHESTRA.  
 186 King Carnival March.....  
 187 Oriental Echoes.....  
 WHISTLING SOLO, JOE BELMONT, ORCH. ACCOM.  
 188 The Whistler and His Dog.....  
 ARTHUR COLLINS, ORCH. ACCOM.  
 189 Is Everybody Happy?.....  
 COLLINS AND HARLAN, ORCH. ACCOM.  
 190 Sousa's Band Is On Parade To-day.....  
 BILLY MURRAY, ORCH. ACCOM.  
 191 You're a Grand Old Rag.....  
 192 When Mose with His Nose Leads the Band.....  
 193 Good-bye, Sweet Maggie Doyle.....  
 BYRON G. HARLAN, ORCH. ACCOM.  
 194 Let Me Write What I Never Dared to Tell.....  
 MALE QUARTETTE.  
 195 In the Golden Autumn Time, My Sweet Elaine...

#### APRIL LIST OF IMPERIAL RECORDS.

- TENOR SOLOS BY BYRON G. HARLAN, WITH ORCH. ACCOM.  
 44747 An Evening Song.....J. Blumenthal  
 44748 Go to Sea.....G. H. Trotere  
 44749 Farewell, My Little Yo San.....B. Scott  
 44750 The Gift.....G. H. Bahrend  
 44751 Love's Coronation.....Florence Aylward  
 44752 Roses.....S. Adam  
 44762 Mona.....  
 BARITONE SOLOS BY ARTHUR COLLINS, WITH ORCH. ACCOM.  
 44753 Forty-five Minutes from Broadway..Geo. Cohan  
 44754 My Dusky Rose.....Tom Allen  
 44755 I'm Getting Sleepy.....George Hollander  
 44756 The Ghost of the Banjo Coon.....Jas. O'Dea  
 44770 Rastus Johnson, U.S.A.....Williams  
 44771 Johnny Morgan.....Van Alstyne  
 44772 Egypt.....Kommer  
 44774 I'll Be Back in a Minute, But I Got to Go  
 Now.....Ingraham  
 44769 The Parson and the Turkey.....Longbrake  
 44773 Cheyenne.....Williams and Van Alstyne  
 TENOR SOLOS BY BYRON G. HARLAN, WITH ORCH. ACCOM.  
 44757 Just a Little Rocking Chair and You...T. Morse  
 44758 Keep on the Sunny Side.....Theo. Morse  
 44759 One Called Mother, and the Other Home.  
 Sweet Home.....Theo. Morse  
 44760 When the Whip-poor-will Sings, Marguerite....  
 44761 Is There Any Room in Heaven for a Little  
 Girl Like Me?.....  
 TENOR SOLO BY BILLY GOLDEN, WITH ORCH. ACCOM.  
 44763 Roll on the Ground.....  
 44764 A Mixed Ale Party.....  
 TENOR SOLOS BY GEO. P. WATSON, WITH ORCH. ACCOM.  
 44765 German Hunters' Song.....  
 44766 Lauterback.....  
 With Piano Accompaniment.  
 44767 Hush, Don't Wake the Baby.....  
 44768 Ellis' Baby Song.....

A handsomely printed pamphlet has just been issued by the Hawthorne & Sheble Mfg. Co., of Philadelphia, in which they illustrate their line of flower horns in their natural colors. They are mailing copies of this pamphlet free to all interested parties. Nicely constructed printed matter is the best salesman any manufacturer can employ, and we congratulate the Hawthorne & Sheble Mfg. Co. for the attractiveness of the pamphlet in question.

#### HOPKINS BROS. CO. GREAT EDISON TRADE

(Special to the Talking Machine World.)

Des Moines, Ia., April 8, 1906.

Hopkins Bros. Co., of this city, recently received a carload shipment of Edison phonographs and records to meet the demands of their business. The call for this line of goods has become so great that the Edison Co. are making the Des Moines and Fort Dodge stores the headquarters for all the trade of the State and for as much of the territory outside of the State as they can reach, in order to cut down trouble in handling orders.

The business of the Hopkins Bros. Co. has grown to such an extent that they will in the near future remodel their store, to make arrangements for 15,000 records and raising their present office eight feet and placing private booths in this place, where parties can be shown the goods unobserved.

When completed, the company will have room

for more than fifty thousand records, and for between two and three hundred machines.

#### AN EASTER WINDOW DISPLAY.

An Easter phonographic display is the conception of one of the uptown dealers. He has arranged several of the floral horns in his windows, and has filled them with artificial flowers suitable to the occasion, while imitation rabbits are supporting other horns which contain brightly colored eggs. Records sung by prominent artists, with songs and hymns appropriate to that festival, form a background and setting. The window attracts every passerby, and has been the means of selling a number of instruments.

The Strong & Williams Co., of East Orange, is a corporation which filed a certificate in New Jersey last week for the purpose of manufacturing phonographs and graphophones. Capital, \$500,000. Incorporators: James Strong, W. R. Williams, E. Williams, all of East Orange.



*A Line That  
Goes Well  
With Talking  
Machines*

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## INJUNCTION AGAINST OLIVER.

The Tea Tray Co., of Newark, N. J., Secure Order from United States Circuit Court for Infringement of Clamp Crane.

In the suit of the Tea Tray Co., of Newark, N. J., against Ellis S. Oliver, for infringement of patent No. 751,204, covering their No. 20 clamp

crane, an injunction has been issued by the United States Circuit Court of the District of New Jersey, which reads as follows:

"Whereas, The Tea Tray Company of Newark, N. J., lately exhibited its bill of complaint, in the Circuit Court of the United States, for the District of New Jersey, against you, the said Defendant, praying to be relieved touching the matters therein complained of, and especially that you, Ellis S. Oliver, and all acting under you, may be restrained from further infringing the Patent and the right of the said complainant in the premises, in the said bill mentioned, in any way, or manner, contrary to law or equity:

"We, therefore, in consideration thereof, and also of the particular matters in the said bill set forth, do strictly command and enjoin you, the said Ellis S. Oliver, your servants, workmen and agents, and all others acting under or with you, and each and every one of you, that henceforth you do absolutely and forever entirely desist and refrain from the further constructing, or using, or selling, in any way or manner directly or indirectly, or in anywise counterfeiting or imitating the invention claimed in claims one and two of said Patent, or any part thereof, or any horn-supporting device made in accordance therewith, or from in any manner infringement upon the said claims one and two of said Letters Patent, or upon complainant's rights thereunder. Witness the Honorable Melville W. Fuller, Chief Justice of the Supreme Court of the United States, at Trenton, this twenty-second day of January, A. D. 1906, and in the one hundred and thirtieth year of the Independence of the United States. (Signed) H. D. Oliphant, Clerk of Circuit Court."

The Tea Tray Co. state in this connection that the suit against Oliver has been terminated with the issuance of this injunction, and added: "He will therefore no longer make or sell such a crane, and we wish to say further that we shall similarly enforce our rights against any other persons or companies who infringe either in making, selling or using cranes of this kind. We are the sole manufacturers of these goods, and all dealers and users are hereby warned to handle, purchase and use only our products. As heretofore, the Tea Tray Co., of Newark, N. J., stands ready to supply this crane to the trade, and all orders will receive careful attention."

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The attachment for the Victor Exhibition Sound-Box also fits the Columbia and Zonophone Sound-Boxes. Price, Softertone Needles, in packages of 200, 25 cents. Price, Softertone Attachments, each 25 cents. Dealers' discount same as they are receiving on Victor machines.

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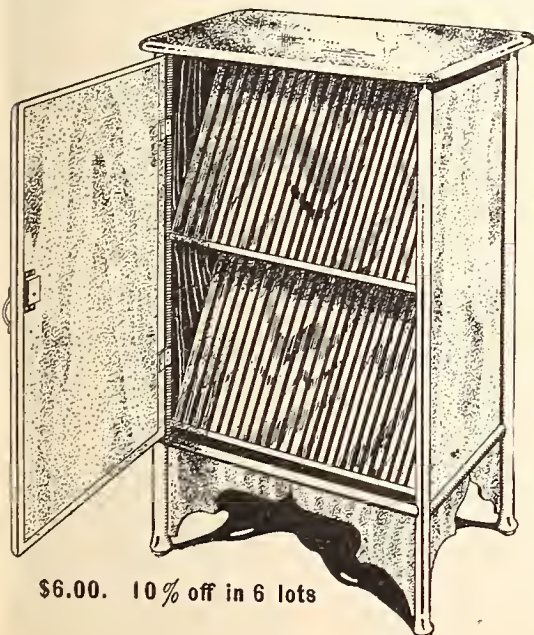
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WARNER & SETTANNI, 1372 Broadway, Brooklyn.  
F. G. LOEFFLER, 245 Bergenline Ave., Union Hill, N. J.; also 370 Central Ave., Jersey City, N. J.  
B. G. WARNER, 117 Court St., and 1213 Bedford Ave., Brooklyn.  
P. SETTANNI, 1836 Fulton St., Brooklyn.

### ENTERTAINMENT BY WIRE.

Reproductions of Graphophone Talks and Songs by Telephone Proves a Great Success at the Annual Banquet of the Ad. Men's League in Portland—Remarkable and Highly Interesting Demonstration.

At the annual banquet of the Ad. Men's League, held recently in the spacious Hall of the Commercial Club in Portland, Ore., one of the novel features of the evening was a reproduction of graphophone talks and songs over the telephone which were plainly heard and enjoyed by all the banqueters. The local telephone company, at great expense, wired the hall so as to connect with their telephone system outside and with the Columbia Phonograph Co., six blocks from the dining hall. Suspended from the ceiling, in various parts of the hall, were graphophone horns attached to telephone receivers. The banqueters were amazed to hear actual conversations, over the telephone, coming from long-distance points. The genuine telephone messages sounded somewhat blurred and indistinct, but the graphophone sounded distinct, without the slightest metallic ring or buzz. It was placed opposite a telephone transmitter in the sales-room of the Columbia Phonograph Co., and played various selections. It proved so much more of a success than the actual vocal messages, that it was substituted for a genuine song and dance.

Murray and Mack, comedians at one of the local theatres, had been engaged to render one of their songs over the telephone. As a result of a previous rehearsal it was discovered, says the Columbia Record, that if they sang into the graphophone and the machine was used to transmit the music through the telephone system, the result was far more clear and pleasing than if they had sung directly into the telephone. As a consequence their selections were rendered in this way. The diners supposed they were listening to Murray and Mack direct, when as a matter of fact they were listening to the song sung earlier in the day and then coming to them from a Columbia record via the telephone. Owing to the number of horns the words and the music were exceedingly clear and soft, producing a very pleasing effect. The arrangements which resulted so successfully were in charge of Manager Smith, of the Columbia Phonograph Co., in Portland. The Ad. Men's League tendered a vote of thanks to the telephone company and to the Columbia Phonograph Co., thus recording their appreciation of what they pronounced to be the chief hit of an occasion which was as full of hits as a porcupine is full of quills.

### COLUMBIA IN PETERBORO.

The Columbia Phonograph Co. has appointed Charles Munden agent for their line in Peterboro, Ont.



# Leading Jobbers of Talking Machines in America

## OLIVER DITSON COMPANY

Have the only complete stock of

### Victor Talking Machines and Records

in America, and confine themselves to retailing and jobbing only Victor goods.

150 TREMONT STREET, BOSTON, MASS.

Deliveries from our Four Stores affords Dealers in Chicago and vicinity the very best and most complete service on

### COLUMBIA DISC, TONE ARM GRAPHOPHONES AND DISC RECORDS

Most Comprehensive Stock in Chicago

### L. FISH FURNITURE CO.,

Main Store: 1906-1908 Wabash Ave., CHICAGO

## FINCH & HAHN,

Albany, Troy, Schenectady.

Jobbers of Edison

### Phonographs and Records

100,000 Records

Complete Stock

Quick Service

## Powers & Henry Co.

619-622 Penn Ave., Pittsburg, Pa.

Victor Distributors

Edison Jobbers

Columbia Representatives

Everything in Machine Records and Supplies

A Million Records in Stock, including the personal records of P. A. Powers and W. E. Henry

## S. B. DAVEGA,

EDISON JOBBER  
VICTOR DISTRIBUTOR

Kaiser's Illuminated Signs for Edison, Victor and Columbia Records

32 East 14th St.

New York City.

## BENJ. SWITKY

Victor and Zonophone Distributor

'Phone 665 Gramercy

27 E. 14th St., New York City

## ROBT. R. SMALLFIELD, DAVENPORT, IOWA.

Columbia Graphophones,  
DISC AND CYLINDER RECORDS  
AND SUPPLIES.

No order too large. . . None too small.

## O. F. KAUFFMAN,

READING, PA.

Largest and Most Complete Stock of New Spring Contact Reproducer Graphophones and COLUMBIA Xp Gold Moulded Records in Central Pennsylvania.

ORDERS FILLED THE DAY RECEIVED.

## I. DAVEGA, Jr.

Jobber of

Edison Phonographs

and

Victor Talking Machines

Supplies of all kinds  
Largest Stock of Records

Write for our prices on Horns and Stands

W. H. Freeland  
Manager

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NEW YORK

Branch  
802-04 Third Ave.

## HARGER & BLISH

Western Distributors for the

## VICTOR

COMPANY.

It's worth while knowing, we never substitute a record.

If it's in the catalog we've got it.

DUBUQUE, IOWA.

## H. R. BONFOEY,

BINGHAMTON, N. Y.

We make a specialty of placing COLUMBIA CYLINDER products in your hands in the shortest possible time. A trial is all I ask.

## Minnesota Phonograph Co.

ST. PAUL

MINNEAPOLIS

37 E. 7th Street

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Edison Phonographs and Records

ALL MACHINES, RECORDS AND SUPPLIES

Write for Prices on Supplies.

Orders filled same day as received.

## COLUMBIA ORDERS

for the New CYLINDER GRAPHOPHONES, equipped with the New Spring Contact Reproducers and Columbia X P Records, executed same day as received by

## SPALDING & CO.

SYRACUSE, N. Y.

## KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

## Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines and Records.

## ATTENTION!

"When Gable Blows the Trumpet" he's ready to deliver the goods.

Columbia Graphophones, Records and Supplies

Dr. A. M. GABLE, Shamokin, Pa.

## PACIFIC COAST HEADQUARTERS FOR EDISON PHONOGRAPHS AND RECORDS.

## Peter Bacigalupi,

786 Mission Street, SAN FRANCISCO, CAL.

## H. B. CLAFLIN & CO.

Worth and Church Sts., New York City

JOBBER OF THE COMPLETE

COLUMBIA LINE

DISC AND CYLINDER

PROMPT SERVICE ASSURED

## BALL-FINTZE CO.

NEWARK, OHIO

Largest Stock Columbia Cylinder Records and Graphophones in Ohio.

Prompt Shipments.

## EDISONIA CO.

NEWARK, N. J.

All Talking Machines and General Supplies

## CLARK, HORROCKS & CO.,

Utica, N. Y.

Unexcelled Service on

COLUMBIA GRAPHOPHONES

Records and Supplies.

Complete stock of all New Types. New Catalogue now ready.

## NEW ENGLAND

JOBBER HEADQUARTERS

## EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street BOSTON, MASS.

## LEWIS TALKING MACHINE CO.

15 So. Ninth Street,  
Philadelphia, Pa.

## DISC-COLUMBIA-CYLINDER

LARGE STOCK  
PROMPT SERVICE

Let us handle your March Record Order as a trial and you will quickly see who can best care for your wants.

## Victor Talking Machines and Records SELF-PLAYING PIANOS.

Catalogs and Prices on Application.

Pacific Coast Distributors

Sherman, Clay & Co.,

San Francisco,  
Los Angeles,  
Seattle.

## P. A. POWERS, Buffalo, N. Y.

## COLUMBIA

Tone Arm Disc and New Cylinder Graphophones

Large Stock

Prompt Service

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the May list.



# Leading Jobbers of Talking Machines in America

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**PERRY B. WHITSIT CO.,**  
 213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBER** Victor Talking Machines and Records

Most complete line of Talking Machines, Records and Supplies in the west. Orders filled promptly

Columbus Representatives  
**COLUMBIA Cylinder Graphophones AND RECORDS.**

**E. H. TOWLE COMPANY**  
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Authorized **COLUMBIA** Distributors

ALL ORDERS PROMPTLY and COMPLETELY FILLED

**Portland Talking Machine Co.**  
 PORTLAND, MAINE

Just Received—Complete Stocks  
**COLUMBIA DISC AND CYLINDER GRAPHOPHONES**

Disc and Cylinder Records  
 Prompt attention given all Orders

IF YOU'RE IN WESTERN MICHIGAN  
 it will be money in your pocket to order

**Victor Machines and Records**

...of...  
**JULIUS A. J. FRIEDRICH**

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving in Transportation Charges

**OHIO PHONOGRAPH CO.,** Youngstown, O.

LARGEST JOBBERS

**Columbia Graphophones**

**DISC AND CYLINDER RECORDS IN OHIO**

Orders promptly filled

COMPLETE LINE

**Columbia Cylinder Machines and Records.**

**W. D. ANDREWS, Syracuse, N. Y.**

Just Received Large Stock New Spring Contact Reproducible Graphophone

You will find it to your advantage to give

**LANGLEY @ WINCHELL**  
 OF BOSTON

A chance at your **COLUMBIA WANTS**  
 Complete Disc and Cylinder Stocks

PITTSBURG'S HEADQUARTERS for

**EDISON and VICTOR**

and everything else in Talking Machines, Records and Supplies  
 75,000 Edison Records in stock  
 50,000 Victor Records

Buy from Headquarters  
 The Theo. F. Bentel Co. 632-634 Liberty Street, Pittsburgh, Pa.

**DENHOLM & McKAY CO.**  
 WORCESTER, MASS.

EXCLUSIVE **COLUMBIA** JOBBERS  
 Disc and Cylinder

If it's in the Catalogue we have it in large quantities

**SEAVEY BROS.**

HAVERHILL, MASS.

We can make Immediate Shipment of  
 All Orders for

**Columbia Graphophones and Records**

Give us a Try, and you will try again

**Eclipse Phonograph Co.,**  
 Hoboken, N. J.

Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

**CHARLES GIRVIN & COMPANY**  
 WILLIAMSPORT, PA.

**Columbia Graphophones**

Disc and Cylinder Records and a Complete Line of Supplies

PROMPT SERVICE

**S. A. FLOYD** HARRISBURG, PA.

**COLUMBIA Cylinder and**

**Disc GRAPHOPHONES**

Columbia Disc and Cylinder Records.

Complete Stock Prompt Service

**PITTSBURG PHONOGRAPH CO.**

**VICTOR and EDISON JOBBERS**

Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

ALSO HEADQUARTERS FOR

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RECORDS and SUPPLIES.

Write for Catalogue.

CHICAGO HEADQUARTERS for

**COLUMBIA**

Disc and Cylinder Graphophones and Records

Exclusively COLUMBIA Lines.

HIBBARD, SPENCER, BARTLETT & CO., Chicago

**W. C. De Foreest & Son**  
 SHARON, PA.

**COLUMBIA GRAPHOPHONES**

RECORDS AND SUPPLIES.

We Never Substitute, We have the Goods and ship what you want promptly.

**Price Phonograph Company,**  
**EDISON Jobbers**

Phonographs—Records—Supplies

NOTICE—If you have anything new write us.

MAIN STORE—1260 Broadway, Brooklyn, N. Y.

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**JOHN F. ELLIS & CO.**  
 WASHINGTON, D. C.

Distributor

**VICTOR Talking Machines**

and **RECORDS** Wholesale and Retail

Largest Stock in the South

**M. M. MARRIN & CO.**

Grand Rapids, Mich.

Exclusive Columbia Jobbers. Complete Stock Disc and Cylinder Columbia Records and Graphophones.

All Orders Shipped Promptly

## WILD BIDS FOR "TALKER."

Machine Worth \$10 Is Knocked Down at Auction for \$125 After Owner and Auctioneer Are Almost Mobbed by Would-be Purchasers.

A despatch from Darlington, Pa., under recent date, says: "The unusual spectacle of a group of music-loving farmers bidding up a second-hand \$10 phonograph to \$125 just because it rendered such popular songs as 'Nobody Works But Father' and 'Always in the Way' in good shape, was presented at an auction sale of William Fausnaught's furniture. Fausnaught operated the machine while the sale progressed and kept everyone in a good humor, and when the auctioneer put the music box under the hammer as the last article to be sold the crowd surged forward and the most spirited bidding occurred during the sale.

"As 'Nobody Works But Father' was being played one bidder exclaimed: 'I'll raise it from \$75 to \$100, Mr. Auctioneer; I must take that home to-night.' Another raised the bid \$5 and waved his greenbacks in the auctioneer's face, when the utmost excitement prevailed. The crowd surged backward and forward, knocking the auctioneer's stand from beneath him, and the operator of the phonograph was compelled to throw it on his shoulder and dash inside the house to keep it safe. The door was besieged

by the excited bidders, who thought someone had stolen it, but the auctioneer finally quieted them and knocked down the machine at \$125."

## PHONOGRAPH SPOKE FOR HIM.

Lord Talbot Returned to Parliament Through Wife's Clever Idea.

One of the Unionist members of Parliament who lost his seat in the recent political upheaval in England, arrived in New York a few days ago, and in trying to explain exactly how it was that his Liberal opponent had unseated him, referred to the successful campaign waged in behalf of Lord Edmund Barnard Talbot, the member from the Chichester Division of Sussex, by his wife, Lady Mary Talbot.

A few days before he was to open his campaign for re-election, Lord Talbot, he said, went deer stalking and met with an accident that was serious enough to preclude all possibility of his conducting a personal campaign. Lady Talbot, a woman of great political sagacity, realized at once that unless somebody came to the rescue, her husband probably would be beaten.

Accordingly her ladyship procured a phonograph (of American manufacture), and into this instrument her husband spoke a dozen or so speeches. Then she arranged to visit every section of her husband's constituency. It was extensively advertised that Lady Talbot was to ap-

pear for Lord Talbot, and that she would be accompanied on her tour by the phonograph.

At every meeting where she appeared she was greeted by great crowds, who, admiring her pluck, assured her that her husband's accident was the best thing that could have happened for his campaign.

At each meeting, when the phonograph had been heard, Lady Talbot would herself make a speech, and, according to the Unionist ex-member, they were all bright and witty, and every bit as good as Lord Talbot could have made himself. The result of the novel campaign was the return of Lord Talbot to Parliament by a greatly increased majority.

Lord Talbot is 51 years old, and is heir to the Dukedom of Norfolk. He assumed the name Talbot in compliance with the will of the seventeenth Earl of Shrewsbury in 1876. His wife is the daughter of the seventh Earl of Abingdon.

Williams College, at Williamstown, Mass., have just consummated an arrangement with the Columbia Phonograph Co.'s New York office whereby graphophones will be used for the study of modern languages in the department of Romance languages at this well-known institution. This department is under the supervision of Professor A. H. Morton, who already has experimented with the graphophone in a most successful way.



## With the Makers, Sellers and Users of Automatic Specialties

With the advent of spring the automatic business has taken on flourishing proportions, for the crowds drawn out of doors by the warming effect of the heightening sun's rays turn for amusement to the open-air palaces of music. March business was not up to expectations, owing to weather conditions, but April's opening days seem to presage a period of unusual prosperity. Manufacturers are working hard to get their new types on the market. Many of these machines are unique and inviting enough to tempt the most skeptical, and reflect great credit on those "men behind the guus," whose brains and untiring energy keep pace with the unchanging taste of the public.

\* \* \* \*

In the March issue of this paper we made note of the fact that the Siegel-Cooper Co., one of the great department stores of this city, has installed an "automatic parlor," for the use of its patrons. This opens up a new field for the exploitation of these instruments, and one which will prove worth looking into. It is easy to prove their value, and no proposition could be fairer. You place the machine, the man makes you an initial payment and agrees to pay you the balance at, say, \$50 per month. Then he doesn't worry. The machine does the whole thing. The public file in and deposit the coin. You have the key to the cash depository, and once or twice a month you call and collect the welcome cash. The purchaser doesn't get a chance to divert the money coming to you until all bills are settled. The experience of manufacturers—of at least the better class of slot-controlled devices—is that the average monthly collections are in the neighborhood of \$40, so you can see about where all parties concerned come out on the deal.

\* \* \* \*

Spring is now at hand, and all over the country plans are on foot for the opening of parks, pavilions, etc. These enterprises have been growing steadily for the past five years. Attractions seem to vie with one another in daring, hair-raising acts, until now it would surprise but few of the summer amusement seekers if some show came along and, repeating Roman history, placed a gladiator extravaganza on the boards. Millions of people visit these resorts, most of them having money to spend on that which takes their fancy. The way to succeed is not to hang back

### The Roovers Automatic Electric Machine

Novelty.  
Durability.  
Strength  
and  
Appearance  
Combined.  
The Result of  
20 years'  
Experience  
in the  
Manufacture  
of  
High-Class  
Automatic  
Machines.

PRICE, \$25

ROOVERS BROS.

100 Schermerhorn St.,  
BROOKLYN, N. Y.



—"butt in" and get your share. Nothing under the sun pays so well for a small outlay of capital as the slot parlor. Think it over, but not too long, lest you get left behind in the rush.

\* \* \* \*

We are making an effort to interest the slot machine man and concessionaire in this paper. Each month there will be found interesting features so that it will pay to read The World every month. In our advertising pages will be found a large number of excellent features. Possibly you are the proprietor, the inventor or manufacturer of some such specialty. In that case we can find a market for your wares. Place your invention before the proper persons. You can do this in but one way, and that to advertise in a publication, like The World, which will reach the purchasers of such devices.

### A PROGRESSIVE AMERICAN

Is G. E. Van Guysling Who Has Accomplished Much in the Moving Picture Field.

It is a fact not generally known that G. E. Van Guysling, vice-president and general manager of the American Mutoscope and Biograph Co., is one of the pioneers in the moving picture business. The first practical moving picture camera made was constructed under his supervision early in the year 1889 at No. 49 Ann street, New York City, for the United States Government as part of its equipment to be used in eclipse photography, in which service Mr. Van Guysling was detailed.

The interval of totality in eclipse work being extremely limited, combined with the general remoteness of its path, made it important to reduce the number of cameras and increase the pictures showing the different phases of the eclipse and corona. These conditions led to the building of this, the first successful moving picture camera, which rendered efficient service on the United States Astronomical Expedition to Africa the same year, was exhibited at the World's Fair, Chicago, 1893, and has since been in service on several important government expeditions.

In construction it followed somewhat the principle of the present-day camera. In the absence of film, negative glass plates, 1½x2 inches, hinged by tape, supported on spools at either end, forming a continuous belt, were passed intermittently before the lens. The length of exposure of each plate was regulated by a pneumatic stop, operated from a commutator regulated by a chronograph. A shutter quite similar to that in use to-day was provided. Power to drive the

mechanism was derived from a suspended weight unwinding a cord from a spool on the main shaft.

Mr. Van Guysling comes from one of the early Knickerbocker families of New York, is a 32d



G. E. VAN GUYSLING.

Degree Mason, Knight Templar, Shriner, Elk, lieutenant in the militia, also member of the Holland Society of New York, Society of Colonial Wars, and Sons of the Revolution.



**1 CENT IS ALL IT WILL COST YOU** to write for our big **FREE BICYCLE** catalogue showing the most complete line of high-grade **BICYCLES, TIRES and SUNDRIES** at **PRICES** **BELOW** any other manufacturer or dealer in the world.

**DO NOT BUY A BICYCLE** from anyone, or on any kind of terms, until you have received our complete **Free Catalogue** illustrating and describing every kind of high-grade and low-grade bicycles, old patterns and latest models, and learn of our remarkable **LOW PRICES** and wonderful new offers made possible by selling from factory direct to rider with no middlemen's profits.

**WE SHIP ON APPROVAL** without a cent deposit, **Pay the Freight** and allow **10 Days Free Trial** and make other liberal terms which no other house in the world will do. You will learn everything and get much valuable information by simply writing us a postal.

We need a **Rider Agent** in every town and can offer an opportunity to make money to suitable young men who apply at once.

**\$8.50 PUNCTURE-PROOF TIRES** **ONLY \$4.80 PER PAIR**

Regular Price \$8.50 per pair.  
**To Introduce We Will Sell You a Sample Pair for Only**

**4.80**  
NAILS, TACKS OR GLASS WON'T LET OUT THE AIR

(CASH WITH ORDER \$4.55)  
**NO MORE TROUBLE FROM PUNCTURES.**

Result of 15 years experience in tire making. **No danger from THORNS, CACTUS, PINS, NAILS, TACKS or GLASS.** Serious punctures, like intentional knife cuts, can be vulcanized like any other tire.

**Two Hundred Thousand pairs now in actual use. Over Seventy-five Thousand pairs sold last year.**

**DESCRIPTION:** Made in all sizes. It is lively and easy riding, very durable and lined inside with a special quality of rubber, which never becomes porous and which closes up small punctures without allowing the air to escape. We have hundreds of letters from satisfied customers stating that their tires have only been pumped up once or twice in a whole season. They weigh no more than an ordinary tire, the puncture resisting qualities being given by several layers of thin, specially prepared fabric on the tread. That "Holding Back" sensation commonly felt when riding on asphalt or soft roads is overcome by the patent "Basket Weave" tread which prevents all air from being squeezed out between the tire and the road thus overcoming all suction. The regular price of these tires is \$8.50 per pair, but for advertising purposes we are making a special factory price to the rider of only \$4.80 per pair. All orders shipped same day letter is received. We ship C.O.D. on approval. You do not pay a cent until you have examined and found them strictly as represented.

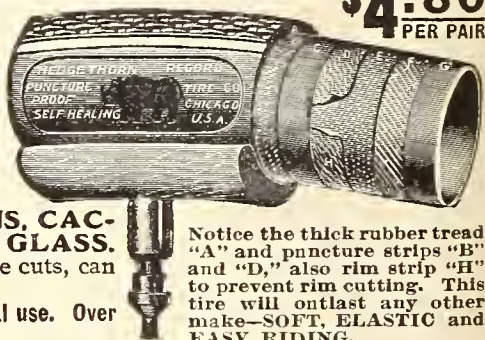
We will allow a cash discount of 5 percent (thereby making the price \$4.55 per pair) if you send **FULL CASH WITH ORDER** and enclose this advertisement. We will also send one nickel plated brass hand pump and two Sampson metal puncture closers on full paid orders (these metal puncture closers to be used in case of intentional knife cuts or heavy gashes). Tires to be returned at **OUR** expense if for any reason they are not satisfactory on examination.

We are perfectly reliable and money sent to us is as safe as in a bank. Ask your Postmaster, Banker, Express or Freight Agent or the Editor of this paper about us. If you order a pair of these tires, you will find that they will ride easier, run faster, wear better, last longer and look finer than any tire you have ever used or seen at any price. We know that you will be so well pleased that when you want a bicycle you will give us your order. We want you to send us a small trial order at once, hence this remarkable tire offer.

**COASTER-BRAKES**, built-up-wheels, saddles, pedals, parts and repairs, and everything in the bicycle line are sold by us at half the usual prices charged by dealers and repair men. Write for our big **SUNDRY** catalogue.

**DO NOT WAIT** but write us a postal today. **DO NOT THINK OF BUYING** a bicycle or a pair of tires from anyone until you know the new and wonderful offers we are making. It only costs a postal to learn everything. Write it **NOW**.

**MEAD CYCLE COMPANY, Dept. "JL" CHICAGO, ILL.**





## THE RELIABLE SELF-PLAYING PIANO

\$ \$ \$

DOLLARS FOR THE  
DEALER**PAYS BIGGER DIVIDENDS  
THAN A BANK**

\$ \$ \$

DOLLARS FOR THE  
CUSTOMER

Hundreds of thoroughly satisfied customers are testifying to the enormous earning capacity of our RELIABLE SELF-PLAYING PIANO. One man writes us that he has "averaged from \$18 to \$25 per week since the instrument was in-

stalled," and adds, "I can truthfully say I would not take \$1,000 for it were it impossible for me to duplicate it." Another says, "As to its earning capacity, it will earn from \$2.50 to \$5 per day," and we could give many more such letters.

**THIS IS OF INTEREST TO YOU,  
MR. DEALER**

BECAUSE a piano that makes money for its owner is one which requires the *least effort to sell*, and *less effort to sell means*

more sales and that means larger dividends for you. We have the best paying proposition ever offered. The amusement season will shortly open and you ought to be in a position to show THE RELIABLE to every summer-resort owner, hotel proprietor or other interested party. Be the first in the field and secure the agency for your territory. Send at once for prices and terms.

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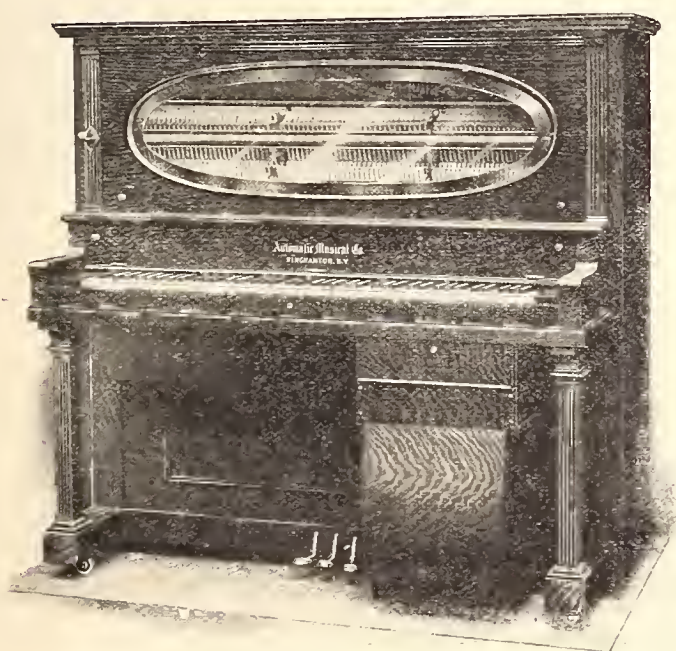
COIN SLOT ATTACHMENT, :: ENDLESS MUSIC  
ROLL, :: INDIVIDUAL PNEUMATICS, :: PLAYS ALL  
THE LATEST MARCHES, WALTZS, TWO-STEPS, Etc.

---

**AUTOMATIC MUSICAL COMPANY**

OFFICE AND FACTORY: 22, 24 AND 26 HENRY ST.

BINCHAMTON, N. Y.



WITH NICKEL-IN-THE-SLOT ATTACHMENT.



## NEWS OF THE TRADE.

The litigation between the Edison Kinetoscope Co., and the American Mutoscope & Biograph Co., New York, for years, has again resulted in favor of the latter. In a decision handed down recently by Justice Ray, of the United States Circuit Court, Southern District of New York, the court says: "After a careful consideration of the prior art and Edison's work and patent, it must be considered that complainant's invention, if there be one, is very narrow."

This is substantially the same view held by a concurrent decision of three judges of the United States Circuit Court of Appeals, Justice Wallace presiding, in the original case, which was first won by the Edison Co. and appealed by the Biograph Co. Judge Wallace's decision, while claimed as broadly in favor of the Biograph Co., intimated that the Edison Co. might be entitled to a patent on certain details of construction, and on the strength of this the Edison claims were narrowed and the patents re-issued. The Edison Kinetoscope Co. then brought suit a second time for an injunction and an accounting, but Judge Ray decided that in no respect can the defendant's biograph camera be regarded as an infringement. The decision serves to strengthen the mutoscope patents, which have never been contested, except in Germany, where they were carried to the court of highest record and their validity assured.

Justice Fitzgerald of the New York Supreme Court has denied an application for an injunction to restrain a dealer in automatic pianos and phonographs from operating a self-playing piano at his place of business on Broadway. The application was made by a dentist whose office is over the store, and who alleged that both his nerves and his business had suffered from the noise made by the piano. In deciding the matter, the court took the location of the store and office into consideration, saying that the premises were situated in one of the busiest sections of the city, "where, from the nature of things, noise and bustle are among the ordinary incidents to be continually expected."

The Automatic Novelty Co., 145 East 23d street, New York, are showing a number of first-class attractions in their 1906 catalogue. The adjustable Dumb Bell Lifter No. 2 has proved extremely popular, and is bringing money in hand over fist to its operators. This machine is made

entirely of iron, except an oak box in back. A large dial 14 inches in diameter registers 500. Large dumb bells 12 inches in diameter, equipped with electric bell attachment. This machine is substantially the same in operation as their dumb bell lift and grip developer, and is a winner. Among the other attractions the hat-puncher, Gloomy Gus and souvenir post card machines are bound to do a big business. Write for catalogue showing cuts and prices.

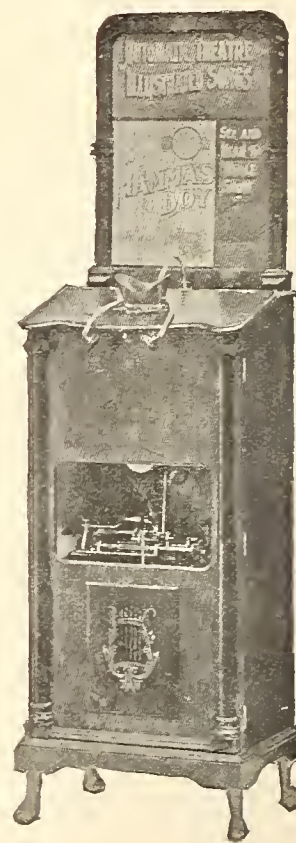
The Roovers Bros., of 100 Schermerhorn street, Brooklyn, have recently perfected an automatic electric machine, which they claim is "superior to any similar device ever placed on the market." And if one can judge by the amount of orders that keep piling in daily, this instrument goes far toward proving all they claim for it. Those who have tried it say that it gives a smooth and even electric vibration wholly unlike most of the older class, which either give no sensation or jerk your arms out of place, tying you up in a knot. These machines, when satisfactory, coin money for the owner, so it will pay you to look into the matter. A cut of the machine appears in their ad. in this issue.

One of the greatest time and even money savers ever invented, perhaps, is the Johnson's coin counter. The primary object of the patentee, J. M. Johnson (late of the United States Sub-Treasury) was to make the counting of coins easy, accurate and rapid. The machine perfected by him, and bearing his name, accomplishes all this. Counting coins by hand in places where millions of dollars are handled every month, is a prodigious task. Indeed, "counting cash" by large corporations and even by concerns handling only a few hundred dollars daily is no easy undertaking. It will therefore be understood that parlor, park or amusement men will find this instrument a boon when the day's receipts come to be gone over. Further information concerning this invention may be had by addressing the Automatic Department of this paper.

## ILLUSTRATED SONG MACHINE.

One of the greatest marvels of the age is the illustrated song machine manufactured by the Rosenfield Manufacturing Co., 591 Hudson street, New York City, which is winning its way into a large measure of favor for arcades, cafes and all public places. An idea of the demand for these instruments may be estimated from the fact that over two thousand are already in use.

They have proven tremendously popular, and the reason is obvious. The combination of beautiful illustrations which tell the story of the song, makes a valuable adjunct to the song itself. And this is what this machine does. The most delicate shades of nature are shown in the reproductions, and the entire forms one of the most attractive specialties placed on the market in many a day. In New York the Automatic Vau-



ILLUSTRATED SONG MACHINE.

deville Co., Surprise Vaudeville Co., the People's Vaudeville Co., the Auditorium, the Decomo Co., and others handle many of them, and as it is in New York, so it is elsewhere. To operate this machine a storage battery is not necessary. By simply connecting this machine to an electric lighting circuit the machine is ready for operation. It is generally conceded that it is one of the greatest money makers ever placed on the market, and is worthy of investigation.

The Automatic Musical Instrument Co., of Wilmington, has been incorporated with the Secretary of the State of Delaware for the purpose of manufacturing musical instruments of all kinds. Capital stock, \$50,000.

## Some Progressive Makers of Automatic Specialties

If there is anything you require in Slot Machines

CALL OR WRITE

New York Agent for F. S. ZIMMERMAN,  
The Caille Bros. Co. 5 East 14th St., New York.  
Detroit, Mich.  
The man who sells the machines that get the money.

Special Hardened Black Cylinder

**B & R RECORDS**

Talking or Vocal, best talent, Spencer, Murray, Collins, Harlan, Macdonough and others, Your Own Name on Announcement on the record, in 100 lots, 21c. each.

A fine chance for dealers to advertise themselves. We furnish all the Phono. Parlors in the U. S.

BURKE & ROUS, 334-336 Fifth Ave., Brooklyn, N. Y.

## NEW SLOT MACHINES

Adjustable Dumb Bell Lifter, Gloomy Gus Strength Tester, Hat Puncher, Souvenir Postal Card Machine, Souvenir Postal Cards, Etc.

**AUTOMATIC NOVELTY COMPANY**  
145 E. 23d St., NEW YORK, N. Y.

Every Manufacturer in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the March list.

**American Mutoscope & Biograph Co.**  
11 E. FOURTEENTH ST., NEW YORK

**The Mutoscope** Oldest and Best Known Slot Machine

"The Backbone of the Automatic Parlor Business"  
Showing Moving Pictures in their Most Attractive Form

Coin operating machines, the great money makers, are made in great variety by **ROTH & ENGELHARDT, Windsor Arcade, New York.**

(Further particulars on inside back cover page)

Coin Operated Talking Machines  
Coin Operated Illustrated Song Machines  
Coin Operated Machines of all other types

**THE ROSENFIELD MFG. CO.**  
591 HUDSON STREET, N. Y. CITY

Talking machine dealers and arcades can make good money by handling the Regal line of coin operating machines.

**REGAL PIANO PLAYER CO., 891 Southern Boulevard, New York, N. Y.**  
(See ad. on front cover page.)

## THE PIANOVA COMPANY,

Manufacturers of

**44 AND 65 NOTE ELECTRIC PLAYERS**

with or without nickel in the slot attachment

**SECURE THE AGENCY NOW.**

**117-125 Cypress Avenue,**

**New York.**

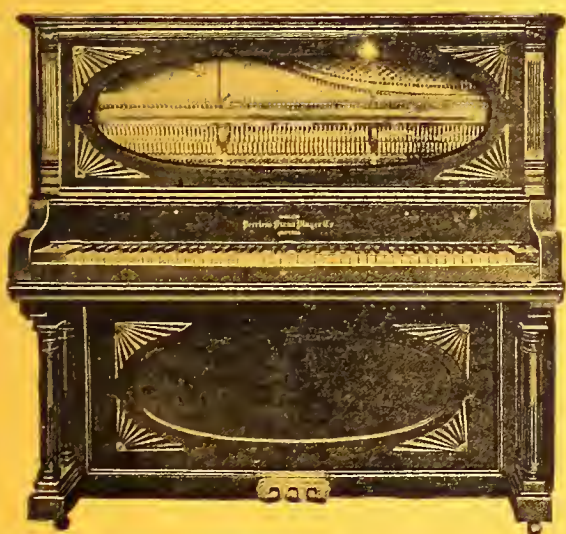


# ***The Six Reasons***

## **WHY**

**The PEERLESS Coin Operated Pianos differ from all others.**

- I.—The quality of the PEERLESS is never lowered in order to join the race for quantity.
- II.—Excellence in construction. The PEERLESS is made by practical piano action makers, whose life study is care in detail and nicety in workmanship.
- III.—The PEERLESS is not merely built to sell. It is built to return full value to the purchaser and more too.
- IV.—Every user knows that the PEERLESS is noted for its freedom from breakdowns, that it never balks at critical moments.
- V.—It is the age of the individual instrument that counts. The purchaser of a PEERLESS gets an automatic instrument which has a "life expectancy" far greater than any other.
- VI.—The PEERLESS is the best Coin Operated Piano in the world. It is the Standard. Roth & Engelhardt, Props. Peerless Piano Player Co. are the originators of the first successful Coin Operated Pianos. They have received the Highest recognition at three Expositions, one an International one.



STYLE D.

Mobile, Feb. 12, 1906.

Messrs. E. E. Forbes Piano Co., Mobile, Ala.

Gentlemen:—I am very much pleased with the Peerless Coin Operated Piano, Style "D," which I bought from you, as you may imagine when I tell you that I have taken in on an average of \$205 per month from the nickel-in-the-slot box of the piano since I have had it.

Furthermore, I will say that the Piano has been no expense to me and has given very little trouble, and I believe it is now practically as good as when I got it. It has a fine tone and stays in tune well. It is a great success and the only electric piano I have ever seen that was a complete success and I will take pleasure in recommending it to any one.

(Signed) A. M. QUIGLEY.



STYLE 44.

# **ROTH & ENGELHARDT**

(Props. Peerless Piano Player Co.)

WINDSOR ARCADE

FIFTH AVENUE

NEW YORK





# Edison Goods Fast Sellers

Dealers throughout the country corroborate our statement that Edison goods are fast sellers. They daily advise us of the high opinion the public have of Edison goods, and how easy it is to make big sales. The reason why they are in demand is because our extensive magazine and newspaper advertising, covering the entire United States and Canada, is acquainting the public with the many points of superiority of the Edison Phonographs and Records.

Edison dealers are successful, money-making business men, and it will pay you to become one of them. They realize  $66\frac{2}{3}\%$  on every dollar invested in Edison Goods, and their interests are protected by prices being strictly maintained. Write to us now and we will tell you how to become a successful Edison Dealer.

## How Edison Goods Sell

Gentlemen:

I think I can report the largest sale of Edison Records to one man taken at one time and without playing any of them. That was yesterday when we sold to one of our citizens sixteen dozen new Edison Records.

.....  
Name and address on application.

## National Phonograph Co.,

59 LAKESIDE AVE.  
ORANGE, N. J.

31 Union Square, New York

304 Wabash Avenue, Chicago, Ill.

### FOLLOWING ARE THE JOBBERS IN EDISON GOODS IN THE UNITED STATES AND CANADA.

Albany, N. Y.—Finch & Hahn.  
Allegheny, Pa.—Henry Braun.  
Allentown, Pa.—G. C. Aschbach.  
Astoria, N. Y.—John Rose.  
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.  
Baltimore—E. F. Droop & Sons Co.  
Bangor, Me.—S. L. Crosby Co.  
Birmingham, Ala.—The Talking Machine Co.  
Boston—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Sptg. Gds. Co., C. E. Osgood Co., Read & Read.  
Brooklyn—A. D. Matthews' Sons, Price Phono. Co.  
Buffalo—P. A. Powers.  
Burlington, Vt.—American Phono. Co.  
Canton, O.—Klein & Heffelman Co.  
Chicago—James I. Lyons, The Vim Co., Montgomery Ward & Co., Rudolph Wur-litzer Co., Babson Bros., Lyon & Healy.  
Cincinnati—Hlsen & Co., Rudolph Wur-litzer Co.  
Cleveland—Eclipse Musical Co.  
Columbus—Perry B. Whitsit Co.  
Dallas, Tex.—Southern Talking Mach. Co.  
Dayton, O.—Nichaus & Dohse.  
Denver—Denver Dry Goods Co., Hext Music Co.  
Des Moines, Ia.—The Vim Co., Hopkins Bros. Co.  
Detroit—American Phono. Co., Grinnell Bros.  
Easton, Pa.—William Werner.

Elmira, N. Y.—Elmira Arms Co.  
El Paso, Tex.—W. G. Walz Co.  
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.  
Fort Dodge, Iowa—Early Music House.  
Fort Worth, Texas—Cummings, Shepherd & Co.  
Gloversville, N. Y.—American Phono. Co.  
Harrisburg—S. K. Hamburger.  
Helena, Mont.—Frank Buser.  
Houston—Texas Phono. Co.  
Hoboken, N. J.—Eclipse Phonograph Co.  
Indianapolis—Indiana Phono. Co., Kipp Bros. Co., A. B. Wahl & Co.  
Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co.  
Kingston, N. Y.—Forsyth & Davis.  
Knoxville—Knoxville Typewriter and Phono. Co.  
Lafayette, Ind.—A. B. Wahl & Co.  
Lincoln, Neb.—H. E. Sidles Cycle Co.  
Louisville—C. A. Ray.  
Lowell, Mass.—Thos. Wardell.  
Memphis—F. M. Atwood, O. K. Houck Piano Co.  
Milwaukee—McGreal Bros.  
Minneapolis—Thomas C. Hough, Minnesota Phono. Co.  
Mobile, Ala.—W. H. Reynolds.  
Montgomery, Ala.—R. L. Penick.  
Nashville—O. K. Houck Piano Co., Nashville Talk. Mach. Co., Magruder & Co.  
Newark, N. J.—A. O. Petit, Douglas Phono. Co.  
Newark, O.—Ball-Fintze Co.

New Bedford, Mass.—Household Furnishing Co.  
Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood & Co.  
New Haven—Pardee-Ellenberger Co.  
New York City—Bettini Phonograph Co., Blackman Talking Machine Co., J. F. Blackman & Son, Sol Bloom, I. Davega, Jr., S. B. Davega, Douglas Phonograph Co., H. S. Gordon, Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker, Alfred Weiss.  
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.  
Omaha—Omaha Bicycle Co., Neb. Cycle Co.  
Oswego, N. Y.—Frank E. Bolway.  
Paterson, N. J.—James K. O'Dea.  
Pawtucket—Pawtucket Furniture Co.  
Peoria, Ill.—Peoria Phonograph Co.  
Philadelphia—C. J. Heppe & Son, Lit Bros., Penn Phonograph Co., John Wanamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.  
Pittsburg—Theo. F. Bentel Co., Inc., H. Kleber & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Powers & Henry Co.  
Portland, Me.—W. H. Ross & Son.  
Poughkeepsie, N. Y.—Price Phono. Co.  
Portland, Ore.—Graves & Co.  
Quincy, Ill.—Quincy Phonograph Co.

Reading, Pa.—Reading Phonograph Co.  
Richmond—Magruder & Co.  
Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.  
San Antonio, Tex.—H. C. Rees Optical Co.  
San Francisco—Peter Bacigalupi.  
Savannah, Ga.—George R. Youmans.  
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.  
Scranton—Ackerman & Co., Technical Supply Co.  
Seattle, Wash.—D. S. Johnston Co.  
Sharon, Pa.—W. C. De Forrest & Son.  
Spokane, Wash.—Spokane Phono. Co.  
Springfield, Mass.—Flint & Brickett Co.  
St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T. M. Co.  
St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Minnesota Phono. Co.  
Syracuse—W. D. Andrews.  
Toledo—Hayes Music Co.  
Toronto—R. S. Williams & Sons Co., Ltd.  
Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.  
Troy, N. Y.—Finch & Hahn.  
Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co., Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.  
Waycross, Ga.—Geo. R. Youmans.  
Williamsport, Pa.—W. A. Myers.  
Winnipeg—R. S. Williams & Sons Co., Ltd.  
Worcester, Mass.—Iver Johnson Sporting Goods Co.



# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, May 15, 1906.

## The Regal Always Satisfies

**AS AN ENTERTAINER AS WELL AS A MONEY-MAKER**



MR. HARLEM ZEA'S CAFE

### TESTIMONIAL No. 36

WITH PHOTOGRAPHIC REPRODUCTION OF  
MR. HARLEM ZEA'S CAFE

Milwaukee, June 5, 1905.

Regal Piano & Player Co., New York City.

Gentlemen: In reference to the self-playing piano, the Regal electric, purchased from you, will say that it has been a big success, and I am very pleased with the same. It is also an ornament to my place, and I know that it has helped our business greatly.

Respectfully yours,

HARLEM ZEA.

When you select the Regal you run no chance, as you get the best automatic player in the market. Talking Machine Men, Cafes and Arcades can add to their income by a Regal connection. For further particulars address

**THE REGAL PIANO & PLAYER CO.** 890 Southern Boulevard  
NEW YORK CITY



# WHISTLIN'

You get the idea, don't you? Our records are the popular numbers that every one is whistling. That explains the new name we have bestowed upon our bulletin.

The BLUE ONES certainly have the call these days. It keeps us working overtime to turn them out fast enough. There is a smoothness, depth and finish to our AMERICAN RECORDS that puts them in a class by themselves.

You are never satisfied with any others after you have once adopted the BLUE ONES.

## SPECIALS THIS MONTH

### Over the Hot Sands

#### DESCRIPTION

AMERICAN SYMPHONY ORCHESTRA.



OVER THE HOT SANDS.

Blue Record No. 031339

031339. **Over the Hot Sands.** (Arab Patrol.) Dedicated to the Ancient Arabic Order of the Nobles of the Mystic Shrine. Popular interest is manifested in the Shriners just now on account of their annual pilgrimage, which this year is being made to the Shrine in Los Angeles, California. As an orchestra selection this number will appeal to all alike, whether a member of the Masonic Order or not. But to those who have "crossed the hot sands" the instinctive impulse, when hearing it, will be to "Hold on to the Rope."

## The Parson and the Turkey

#### DESCRIPTION

ARTHUR COLLINS. Orches. Acc.

031342. **The Parson and the Turkey.** By the author of the "Preacher and the Bear." A rag-time tale of the Parson's temptation. He was riding to the meeting house on his old mule "Maud." A nice fat turkey crossed the road and Maud stood still to argue with the Parson about it. Their conversation is laughable.



THE PARSON AND THE TURKEY

Blue Record No. 031342

See elsewhere in this issue for complete list of records in Bulletin No. 4.

## AMERICAN RECORD COMPANY,

Hawthorne, Sheble & Prescott, Sales Managers,  
Springfield, Mass.





# The Talking Machine World

Vol. 2. No. 4.

New York, May 15, 1906.

Price Ten Cents

## TAUGHT BY A TALKING MACHINE.

**The Clubroom Idea Tried in a Village School—Desks Put Out and Replaced With Ordinary Furniture—Instruction Given by a Phonograph—Pupils Allowed to Govern Themselves—A Novel Idea.**

(Special to The Talking Machine World.)  
Macon, Mo., May 9, 1906.

In a three-room village school Prof. J. Greene MacKenzie has demonstrated the success of a self-governing department. Professor MacKenzie is the principal of the school and has one assistant, Miss Delia Hale, who teaches the primary classes. There is no teacher in the other room except a talking machine.

At the teachers' association here last fall a representative of the State University presented the idea of letting pupils study in an unconventional way. He suggested that tables be used instead of desks and that the students be permitted to enjoy all the privileges of a social body, unhampered by the interference of teachers. The advocate of the plan said the innovation promised greater enthusiasm, better order and superior work. The teachers said it was visionary and hobbyish. About the only instructor who did not turn up his nose at the idea was Professor MacKenzie.

He presented the plan of a self-governing department to the patrons of the Ethel school, where he teaches. They were not enthusiastic over it, but MacKenzie said he was going to try it. He resolved to make the experiment with the eighth and ninth grades. Those classes took to the idea and began fitting up the room. They tumbled the desks out into the barn and brought in polished tables.

In delivering the commission of freedom to them Professor MacKenzie told them he would expect results. If they fell below an average of 90 in their class grades they would have to return to his room and do penance until they could keep up. The self-ruling department elected officers and punishment for disorderly conduct was fixed by a vote of the students. On only one occasion since the inauguration of the plan last fall has it been necessary to apply it.

When school is opened the president of the class goes to the talking machine and sets it in motion. The pupils rapidly jot down the problems and go to work solving them. A particularly difficult question is discussed around the table, just as engineers discuss an obstacle in railroad construction, and each helps the other in reaching the answer. The officers of the room attend to the grading of the work and report to the principal.

The self-governing department has been in operation during the second and the third quarters of the present school year, and its average of work has been 8 per cent. above what it was during the first quarter, when the principal taught the two grades himself.

The parents of the pupil students are now thoroughly convinced that the idea is a practical one. Not only have the self-governing pupils done better, but the plan has inspired such enthusiasm among other children that they are bending every energy to win their way into the department of liberty.

In other rooms the children lean upon their teachers and look to them for examples as to deportment and industry. In the self-governing department these supports are removed and the student stands alone, to win or fail, according to the energy and faithfulness he puts in his work.

## THE KEEN CO. TO INCORPORATE.

The Keen Co., of Philadelphia, will apply for a certificate of incorporation on May 21 to the authorities of Pennsylvania for the purpose of

conducting the sale and manufacture of all kinds of talking machines, records and supplies. Those interested are: Bernard Silver, M. M. Keen and David Keen.

## CANNOT EVADE PRICE AGREEMENT.

**Another Decision Enforcing Patentees Selling Rights—Unauthorized Dealer Enjoined for Cutting.**

Another step has been taken by the U. S. Courts in broadening the scope and meaning of the protected-price agreement enforced by talking machine manufacturers with the trade. It is thoroughly established that the inventor or owner of a patent can fix a price for an article and maintain it legally when a contract to that effect is signed between the parties in interest. This ruling was first enunciated in a talking machine case. Then the courts decided that a dealer who had not signed the agreement, but was cognizant of its provisions, and violated them by cutting prices, infringed, and would be restrained. Now the United States Circuit Court, Eastern District of Pennsylvania, has enjoined a party not an authorized dealer, but selling records at less than the contract price, "having obtained them from some jobbers or dealers whose identity is not disclosed." The decision, which was filed in Philadelphia April 6, follows:

UNITED STATES CIRCUIT COURT, Eastern District of Pennsylvania.—New Jersey Patent Co. and National Phonograph Co. against Fred. G. Schaefer, in equity. Motion for preliminary injunction. McPherson, District Judge.

"The New Jersey Patent Co. is the owner of patent No. 782,375, which covers the phonograph records that are now in question, and the National Phonograph Co. is the exclusive licensee. The invariable custom of the Phonograph Co. for several years has been to sell its goods only to such jobbers, or dealers, as are willing to sign carefully prepared agreements by which the Phonograph Co. restricts the sale and use of its instruments and records in several particulars. It forbids the sale for a smaller sum than is specified in the contracts, and forbids their sale also to any merchant who has not signed an appropriate agreement, that makes him what is known as an authorized dealer.

"Each contract provides *inter alia* (among other things): 'All Edison phonographs, records and blanks are covered by U. S. patents and are sold by the National Phonograph Co. under the condition that the license to use and vend them, implied from such sale, is dependent on the observance by the vendee of all the foregoing conditions; upon the breach of any said conditions the license to use or vend said phonographs, records and blanks, immediately ceases, and any vendor or user thereafter becomes an infringer of said patents and may be proceeded against by suit for injunction or damages, or both.'

"And upon the box in which every record is enclosed for sale the following notice appears: 'This record is sold by the National Phonograph Company upon the condition that it shall not be sold to an unauthorized dealer, or used for duplication, and that it shall not be sold or offered for sale by the original, or any subsequent purchaser (except by an authorized jobber to an authorized dealer) for less than thirty-five cents apiece. . . . Upon any breach of said condition, the license to use and vend this record, implied from such sale, immediately terminates.'

"The defendant is not an authorized dealer, having never made any contract with the Phonograph Company, but he is selling and offering for sale records at less than thirty-five cents, having obtained them from some jobbers or dealers whose identity is not disclosed by the affidavits. I have no doubt that the defendant's purchases and sales have been made with full knowledge of the restrictions that have been placed upon the sale and use of these records, so far at least as these restrictions appear upon the box; and that he is deliberately violating the provision concerning sales at a minimum price. Under such circumstances, the complainant's right is established by Heaton Fastener Co. against Eureka Co., and the numerous cases that have followed the ruling that was there made by the Court of Appeals for the Sixth District. Other citations are referred to in Bement against National Harrow Co.; Edison Phonograph Co. against Kaufman; same against Pike; Victor Talking Machine Co. against The Fair, and Cortelyou against Johnson.

"If it is supposed, as the defendant's counsel seems to contend, that these cases are in conflict to some extent with Garst against Harris; same against Hall & Lyon; same against Charles, and same against Wissler, I can only reply that I am bound by the decisions of the Federal Courts if they are inconsistent with the rulings of the Massachusetts or the Pennsylvania tri-

bunals. But there is no conflict, as I think. The Federal decisions are put upon the right of a patentee to deal with his own monopoly very much as he pleases, while the Garst cases are concerned simply with a trade-mark and a proprietary medicine. The principles that govern the right of a patentee to do what he will with his own are not discussed in the opinions of the Massachusetts court, by whom, indeed, it is expressly stated, in the case against Hall & Lyon Co., that Garst's trade-mark did not give him 'the rights of a patentee in property manufactured under a patent.' A preliminary injunction will be granted."

A subsequent decree of the court, filed April 17, commanded Schaefer and all under him, to "Refrain from in any way or manner, directly or indirectly, using or causing to be used, selling or causing to be sold, or advertising to sell, or from acquiring, handling or dealing in any apparatus, articles or devices embodying or containing the invention set forth in U. S. Letters Patent No. 782,375, and particularly claims 1, 3 and 4 thereof, without the license of the complainants . . . until the hearing of the cause or the further order of the said court."

## TELEGRAPHONE CO. ORGANIZED.

**Officers and Directors of Canadian Telegraphone Co. Elected.**

(Special to the Talking Machine World.)  
Providence, R. I., May 6, 1906.

At a meeting of the stockholders of the Canadian Telegraphone Co., at the office of Allan McPherson, 220 and 221 Industrial Trust Building, Tuesday of last week, the following were chosen directors and officers for the ensuing year: Edwin A. Smith, president; Dr. E. M. Harris, vice-president; A. B. McCrillis, treasurer; Allan McPherson, secretary and general manager, and Raymond Bartlett Earle, corporation attorney.

This company owns the patents for the Poulsen telegraphone for British North America, and will develop the telegraphone business in the Dominion of Canada. The Poulsen telegraphone patents cover every use of magnetism for the storing and reproduction of sound, and there are already 38 different uses to which the localization of magnetism has been applied, all of exceeding commercial value. Among them may be mentioned recording dictation, language and music teaching, public speech recording, recording for music composers, recording both ends of a telephone conversation, long distance telephoning by means of relays, telegraph recording, rapid telegraphy, wireless telegraphy recording, teaching the blind, aged and infirm, news distribution, telegraphic train dispatching and for general amusement purposes.

The officers of the company are well known local men. The president, Edwin A. Smith, is a banker; Dr. E. M. Harris, vice-president, is a prominent physician and president of the Franklin Lyceum; A. B. McCrillis, treasurer, is the head of the wholesale flour firm of A. B. McCrillis & Son; Allan McPherson, secretary and general manager, is very well known in the fruit trade in which he was engaged prior to his connection with the telegraphone.

## A VISITOR FROM ENGLAND.

Felix Heilbronn, of London, and who also represents Carl Schroeter, of Berlin, has been visiting the talking machine trade in New York during the past few weeks. He made a thorough canvass of the talking machine trade in connection with a number of lines which he represents, and was much impressed with the enormity of the business in this country. It is not improbable that as a result of his visit some important connections will be consummated in the near future. Mr. Heilbronn left for England on May 5.

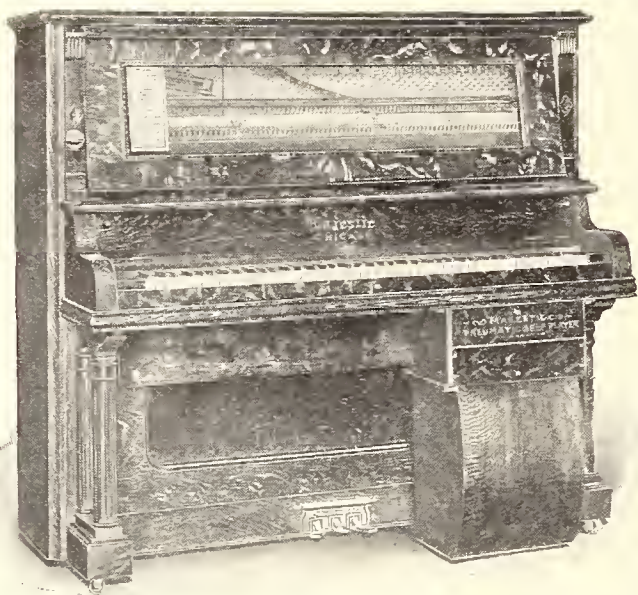
## RECENT INCORPORATIONS.

The Kipp-Link Phonograph Co., Indianapolis, was incorporated with the secretary of the State of Indiana last week with a capital of \$6,000 for the purpose of dealing in all kinds of talking machines. Incorporators: Walter E. Kipp, Indianapolis; Edwin A. Link and Jacob Dick, of Huntington.



# Majestic Self-Playing Piano

*The Pneumatic Coin-operated Piano without a fault. The best Spring and Summer Proposition a Dealer can take hold of*



View of Majestic Pneumatic Self-Playing Piano closed, showing its neat and artistic appearance. It sets close to the wall and all working parts are inside—away from meddlers. The special endless music roll is used and repeats itself automatically at the end of the program. This style is also playable by hand.

## THE SEASON of the MAJESTIC IS NOW!

You are looking around for a big seller—that will yield a nice profit and keep things moving. Here it is. Pianos in public places often take in \$5.00 to \$10.00 a day.

## THE MAJESTIC SELLS ON SIGHT

to Cafes, Hotels, Restaurants, Soda Fountains, Skating Rinks, and Amusement Parks and Resorts of all kinds, because they all appreciate its value as

## A WONDERFUL MONEY MAKER

Their customers pay for it. The returns are usually far more than is needed to

meet their payments on the instrument. This means satisfaction all around. To illustrate its value to the Cafe, etc.—if the Majestic played only 10 times in 24 hours the Cafe would still be making 36 per cent. on the investment. One of our dealers last season

## SOLD EIGHT MAJESTICS IN ONE MONTH!

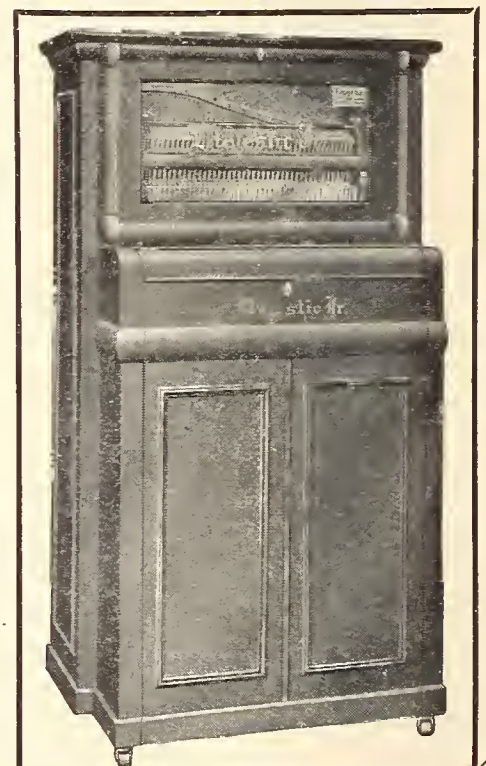
another seven—and so it goes. An unique feature of the Majestic is the ability to start it playing from any table in a resort by simply dropping a nickel in the slot at that point. The Majestic has a great many other exclusive features which make it by long odds the best Automatic Piano on the market. These are fully described in our catalogue, which will be furnished on application.

## SPECIAL OFFER OF EXCLUSIVE AGENCY

to those who take up the matter at once. Tear off the coupon in the lower corner and mail it to us to-day for full particulars. Address Dept. D

*Lyon & Healy*

Chicago



View of Majestic Jr. closed and ready for use. This is the smaller size 44-note player without keyboard, and is a perfect model of simplicity. It also uses the endless music roll, and is not affected by climatic changes.

LYON & HEALY: (DEPT. D)  
You may send catalog and full particulars of your special offer of exclusive agency for the MAJESTIC SELF-PLAYING PIANO.  
Name.....  
City.....  
State.....



## HOW JONES MADE GOOD.

A Sequel to "He Did Something" in the April Issue of the "World."

"B-r-r-i-n-g!" blustered my office telephone emphatically. Taking down the receiver, my ear encountered a familiar "Hello! That you, Taylor?"

"Yes."

"This is Jones. Come around when you can. I have established myself in the business nearest to my heart, that of talking machines, and am prepared to give a very good account of myself."

"All right, old man, I will be delighted," I replied; "and how about bringing Raymond along? You know he is always looking for new ideas." I said this with a suspicion of mockery creeping into my words, for I very much doubted Jones's ability to give a brilliant man like Raymond ideas of any kind, let alone those connected with the talking machine business.

"Do so by all means," answered my friend, "and I think you will both find something here to interest you. My address is 1234 North Wayne avenue. Good-bye."

I hung up the receiver and went in quest of Raymond.

I found him initiating a genteel-looking youth into the mysteries of phonographs, and when I informed him that Jones was engaged in the same line as himself, and wished us to call upon him soon, he was keen for the trip.

"Why not go this afternoon?" he cried, enthusiastically. "I will be through here soon."

After a few parting instructions to his new clerk, he drew my arm through his and we left the store together. Boarding an elevated train, we were soon rushing up town, both of us consumed with curiosity.

"So Jones is in the talking machine business; that certainly is funny," laughed Raymond as we took our seats. "Why, he don't know a phonograph from a sewing machine. By Jove! I believe that's his place now." We had alighted by this time and were walking up Wayne avenue toward the number Jones had given me over the 'phone. "Yes, that's it, all right. Rather an attractive window display, is it not? Let's have a look."

We stopped outside and noticed a large decorative sign displayed amid a gorgeous array of horns and talking machine paraphernalia, which read as follows:

HAVE A RECORD OF YOUR FAVORITE SONG MADE FOR YOU WHILE YOU WAIT. No CHARGE.

That was all, but from the way people were streaming in and out of the store, it was quite enough.

"What do you think of that scheme?" I asked. "I don't see much in it, do you?"

"No, I'll be hanged if I do," exclaimed my companion, "sort of an Edison Laboratory in miniature, I presume. However, let's go in and see what's doing; this suspense is terrible."

We entered, and were received very cordially by Jones, who seemed to be well satisfied with himself, as though he had something good up his sleeve, so to speak.

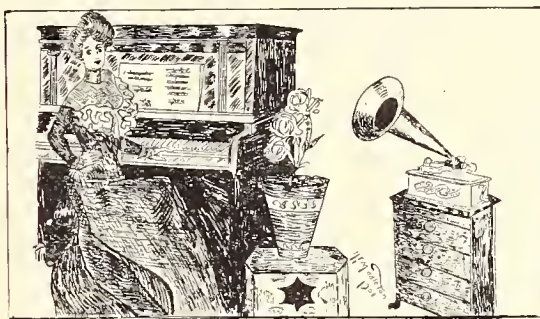
Glancing about the store I made a delightful discovery. A decidedly pretty girl was sitting at a piano in the rear of the room with her face turned toward us. Beside her stood a talking machine, its horn of burnished brass giving a bright touch of color to the picture. Scarcely had my eyes accustomed themselves to her fascinating presence than she wheeled gracefully upon the piano stool and began the introduction of a march song. Then from some invisible source, I heard a sweet soprano singing "The Boys of Sixty-one." The voice was not loud, but clear and rich; the kind that brings tears to one's eyes in the evening when the lights are low, while the song with its stirring rhythm spoke of days of conflict in the South-land, the tramp of marching men, the battle cry of freedom, the dull, heavy crash of field artillery, and the groans of dying patriots.

I motioned my friend to a seat and we sat spellbound, drinking in the flood of melody. When the song was ended, another young lady, equally attractive in appearance, came from behind the piano with a record in her hand covered with fluffy shavings. She brushed these away deftly with a camel's-hair brush and inserted the black cylinder upon the mandrel of the talking machine. Then she turned the starting lever, and we heard an almost perfect reproduction of the song we had listened to in the original a few short moments before.

As the last trill of the piano finale died away, an old man in the garb of a veteran came forward and thanked the girl with a voice that trembled with emotion.

"It is beautiful, miss, and I shall prize it highly. It reminds me of Gettysburg," and he held up his empty sleeve.

"I am glad you like it," she answered smiling, as she handed him the record, neatly boxed and



"I MADE A DELIGHTFUL DISCOVERY."

wrapped; then with a pleasant word of greeting she turned to the next customer.

We noticed that the old gentleman had quite a large assortment of standard professional records set aside for him also, and in answer to our look of inquiry, Jones explained as follows:

"Yes, he bought about three dozen records; they all do after they have heard Miss Browning sing. She is so entertaining that people make purchases to show their appreciation. Come back here and I'll show you how we make records." We did as he bade us and found at the back of the store a talking machine set up for recording, its horn facing the rear of the piano.

"You will notice," he continued, "that the back of the piano has been removed. That is done to increase the sound and to permit of a clear accompaniment being made to the song. That we obtain very pleasing results I think you can both bear witness, as the record you heard was made here."

We were very profuse in our appreciation.

"As you know," Jones went on after a few moments' silence, "I have just started here, and in order to do business I must get customers and get them quick. I am doing both in this way: I send circulars around among people whom I have reason to believe are the owners of talking machines. These circulars are artistic affairs bearing the half-tone likeness of Miss Browning, and state that she will be pleased to make a record, free of charge, of the favorite song of all who will call and allow us to enroll their names among our list of customers. As a result, people come out of curiosity and remain to buy records. "Miss Manning, the other young lady, is a skilled accompanist, and a good saleswoman as well. She has charge of the music counter over there, where I am running a complete line of sheet music. Does that pay? Well, rather! Gentlemen, it has always been an enigma to me why talking machine dealers never, or very seldom, combine sheet music with their business. I know by experience that it is a good thing to do.

"No, I do not intend to make the original record feature a permanent one; it is simply to get my business started along the right lines, that is all. After the customers are obtained, the rest is easy.

"And by the way, Mr. Raymond, there is a vaudeville house in the next square. I was thinking that if your scheme regarding featuring theatrical attractions with records is not copyrighted, I would like to try it."

"My dear fellow, I will be only too glad to have you share my prosperity; and say"—here Raymond indulged in a look of mock supplication—"when you are through with the charming Misses Browning and Manning, I think I can use them in my business. See?"

"It's a go," answered Jones heartily, "and now that all is settled so satisfactorily, I propose we adjourn to the cafe on the corner, where we will imbibe a cold bottle to the enhancement of new phonographic ideas."

"That's a go, too," I remarked.

HOWARD TAYLOR MIDDLETON.

The Talk-o-phone Co., Toledo, Ohio, are about to place on the market a number of improvements in their machine, among which is a new motor, claimed to be vastly superior to anything now in the market. Their mechanical feed has also undergone a change from the one first shown, and greatly to its advantage in many ways, advance information states.

# PHOTOS OF TALENT

## MAKING "EDISON" AND "VICTOR" RECORDS

We are prepared to furnish finely finished and mounted Photographs of the following (size 6 1-2 x 9 1-4 inches) each bears fac-simile signature of the artist.

### SINGLE PHOTOS

Ada Jones.	John H. Bieling.	Edward Barrow.
Len Spencer.	John Hazel.	Frank R. Seltzer.
Arthur Collins.	S. H. Dudley.	Wm. Tuson.
Byron G. Harlan.	Charles D'Almaine.	E. A. Jaudas.
Billy Murray.	Eugene C. Rose.	Harry Anthony.
Bob. Roberts.	Frank S. Mazzotta.	Andrew Keefe.
Harry MacDonough.	Frank C. Stanley.	John Kaiser.
Irving Gillette.	Edward M. Favor.	Billy Golden.
Joe Belmont.	Albert Benzler.	Julian Rose.
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### GROUPED

Edison Quartette.	Harlan & Stanley.
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NO EXTRA CHARGE FOR GROUPS.

Retail at 35 Cents Each

Dealers Net Price 21 Cents Each

We are Exclusive Distributors in Mass., R. I., Conn., N. H. and Me. for

MEGA FLOWER SHAPED HORNS For Cylinder and Victor Tapering Arm Machines

MADE IN TWO SIZES AND SIX COLORS

The Most Attractive and Best Amplifying Horn Made  
Send for Circulars, Color Sheets and Net Prices  
Price Restricted, Guaranteeing the Dealer a Good Profit

## THE EASTERN TALKING MACHINE CO.

177 Tremont Street, Boston, Mass.

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES.  
Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS



## PRACTICAL SUGGESTIONS AND COMMENTS.

### EXPERIMENTING WITH THE REPRO.

F. M. Barney, the well-known dealer of Elm Creek, Neb., writes *The Talking Machine World* as follows: "It seems that people will never get through experimenting with the reproducer and making extravagant claims for their various inventions. There are very few of their ideas that have not been tried and thrown aside scores of times. For instance, experimenters will persist in the idea that if they use both sides of a diaphragm they can gain in volume and loudness or quality of tone. This is a mistaken idea. They will find absolutely nothing is to be gained. I have tried the above experiment also. Have placed two diaphragms side by side, both operated on by the same jewel, also placed two diaphragms in tandem, operated by same jewel. I have also placed a metal Y on a single reproducer, and used two separate horns on the branches thereof, and find that I get equal results in all the methods tried.

"You can try the latter experiment very readily, and you will find that each horn will give an equal tone and you will find the other experiment will give same results. The two horns in any case never give any louder tone than a single horn of their combined capacities on a single reproducer. The only way that you can increase the loudness of the tone from a reproducer is by increasing the amplitude of the vibration of the diaphragm. Larger diaphragms have a greater capacity for increased amplitude if it could be brought into use. And the only way you can increase volume is by increasing quantity of air set into vibration, and this is arrived at by increasing size of horn.

### OBTAINING INCREASED TONE.

"The method cited in last month's *World* is the most simple way of obtaining increased amplitude and loudness of tone, and that is limited to the inertia of the vibrating parts and weight that holds jewel to the record. The loud-speaking Columbia obtains increased amplitude by using an outside power, which is brought into operation through a friction clutch operated by the vibrating jewel. In the Maxim reproducer he uses compressed air for the power, and the jewel operates a small valve. It is possible that electricity could be used in a somewhat similar way or the loud-speaking or sensitive flame.

"By making the vibrating parts just as light as is possible, consistent with rigidity, and by making the diaphragm just thick enough to overcome the inertia of these moving parts, so they will not leave the record, and produce blast, and by making point of jewel as small as possible so that it will not damage record, and by making the weight that holds same in contact with record as light as will hold jewel in constant contact with the record; and by making the texture of the material as fine as possible, so that it produces a smooth surface, the roughness of which is magnified inversely by the size of the jewel or point, then, and only then, will increased quality of tone be produced. Purity of tone must in no case be sacrificed for loudness. Softness and sweetness of tone is the desideratum to which all companies are striving, and the only means through which it can ever be derived is included, I am safe in saying, in the above suggestions. The hardness of material, together with its smoothness, will do much toward solving the problem with the present reproducer, coupled with above suggestions.

### NEW IDEAS BEST WORKED OUT.

Our always welcome friend, William F. Hunt, of Wanatah, Ind., says that "new ideas are always best worked out by experts at the factories who have made the matter a life study, and are always ready to place the improvement before the public as soon as it has been found practical beyond a doubt, and an improvement in reality. Too many people that have really no knowledge of the construction and working of a talking machine are expressing their opinion on how, what to them, appears a defect may be remedied that it often leads others who have no more knowledge

in this line to experimenting and which usually results most disastrously. If one tried all the different ideas suggested by the average phonograph user he would soon have his machine resemble an ancient relic and good results would be out of the question. This evil is not so much practiced in this country as it is in England. I venture to say that if one was to see some of the machines over there, as described by them, he would be unable to distinguish them from a threshing machine. As soon as a person becomes the owner of a talking machine he becomes an enthusiast, and in most every instance soon begins to take it apart, thinking he can improve it in various ways. This is very wrong. The machine, before being shipped from the factory, is put up and adjusted with all the skill and care possible, after which it is most carefully tested by an expert, and should be left in that state. Of course, it infrequently happens that with even the most rigid inspection a machine is sent out improperly adjusted or the adjustment becomes disarranged in transportation. If such is found to be the case, the work of adjusting should be left to an expert repair man only, for an inexperienced person is very apt to make conditions worse rather than improve them. The putting in of new diaphragms is a most delicate task, and if one wishes to get good results it should never be attempted by an inexperienced person. It requires one who has a musical ear, so to speak, to give this little instrument proper adjustment. A gentleman recently brought in a reproducer to me for repair, in which he had broken the diaphragm, which had been of glass, and which he had himself replaced by one cut from ordinary mica with a pair of shears. I was greatly surprised when I further examined the reproducer to find that the mica was much too thin. No gaskets were placed on either side of the diaphragm, and the cross-head was stuck on with ordinary flour paste. Any one that has any knowledge of the workings of a reproducer can readily realize what results one may expect from that kind of a construction. The trouble yet mainly lies in the fact that talking machine repair men are too scarce and far between, and most dealers make little effort to learn the repair work themselves, consequently the owner of these machines, in many cases not caring to go to the expense of sending his machine to the factory for repairs, is left to experiment with the trouble himself.

### RESULTS FROM LEVER REPRODUCERS.

"In regard to F. M. Barney's suggestion in last month's issue for getting louder results from lever reproducers on cylinder machines, I wish to say that I think that any one who tries his method will find it most detrimental to his records. It is all very true that if the fulcrum end of the sapphire arm is shortened it will cause the vibration to be of greater amplitude on the diaphragm, but it will also cause a greater leverage to be brought onto the record which, in my estimation, is, in the present state, much cause for the shortening of the life of the record."

### REGARDING LARGE DIAPHRAGMS.

Writing to our esteemed London contemporary, *The Talking Machine News*, a correspondent asks if a reproducer, having a diaphragm 6 inches in diameter, would have an increased volume of sound? A moment's thought will suggest that if it would we should have had diaphragms as big as dinner plates long ago. They are no larger than they are because it has been found in practice that the present size gives the best results under existing conditions. But if any means are employed to strike harder blows upon the diaphragm its size can be increased to advantage. It is all a matter of initial impulse. The strength of the vibrations communicated to the reproducer in the ordinary way is not at present great enough to warrant a diaphragm of increased diameter. But increase the volume of the agitations—as in the Columbia sound-magnifying graphophone, or by any other method—and a larger diaphragm would give greater vol-

ume of sound. Volume depends on amplitude of vibrations. The larger your diaphragm is, the greater will be the distance of its swing, and, therefore, of the volume of sound. The rule is that volume increases as the square of the diameter. Hence a diaphragm 4 inches in diameter is 16 times louder than a 1-inch diaphragm, provided both are vibrated to their fullest extent.

### tone QUALITY.

But if we were to put a 4-inch diaphragm on an ordinary machine, the result would not be satisfactory. The present records have not power to vibrate the larger diaphragm sufficiently to produce from it a natural tone of pleasing quality. The effect would be sepulchral. The glass would vibrate just as many times per second and consequently the pitch would be exactly the same, though the ear might, and probably would, be deceived because of the great difference in the quality of tone. How different this quality would be may be indicated by the difference in the sound of the same note as sung by a soprano and tenor, or of the same note played on two different strings of a violin. So in order to get the benefit of a larger diaphragm you must arrange to increase in due proportion the strength of the blows struck upon it.

### WHAT CAUSES THE BLAST?

A. C. Mestraud writes *The Talking Machine World* as follows: "It is with the profoundest pleasure each month that I start in to read the 'Practical Suggestions and Comments' page of *The World*, as it is certainly enjoyable to look over the divers, and oftentimes contradictory, opinions given out by various subscribers upon subjects of interest to the experimenter. Would it not be advisable to add a new part or page in *The World* entitled 'The Debating Club,' or some such heading, and devote the space therein to both sides and opinions which differ? It seems to be the established belief that a blast is caused by either the recording or reproducing sapphire leaving the track! I am totally at a loss to account for the foundation of such a belief, as all my experience so far has never even suggested such an idea, and seems, according to my understanding of the matter, entirely out of question. As an instance, it is easy to see the utter impossibility of a 'jumping stunt' on the part of a disc machine sound-box, notwithstanding the fact that the latter 'blasts' just as much as a cylinder reproducer. Furthermore, it is undeniable that a reproducer will blast if diaphragm of same is in direct contact with its frame. This could in no way cause the sapphire or jewel to 'jump' any more than if properly set. The treatment of the subject in question, on my part, has long passed the theoretical stage, and my statements are the result of good, sound experience."

### GETTING MORE PHONETIC SUBSTANCE.

"Passing on to another subject of interest to your readers, regarding the advisability of decreasing the size of the center of a disc record in order to increase the quantity of phonetic substance. Mr. Hunt attaches too much importance altogether to the advantage obtainable by rapid surface recording. At this rate it would only be necessary to make 14-inch records with the amount of music usually found on an average 7-inch one to come very close to perfection! I think expert judgment will easily concede that the inner half of a 10 or 14-inch record is as good as the outer part, or if not, it would require a 'maestro' critic to determine the difference. Also I think credit will be given to the fact that a 10 or 12-incher is quite as good as a 14 in tonal quality, and the latter is merely made with the object of satisfying the universal demand for a longer running record."

### BEST MATERIAL FOR DIAPHRAGMS.

"Referring to diaphragms, I can only say that in my opinion, based upon results obtained and practical experience, no substance in existence, known or otherwise, can ever give perfection, as W. F. Hunt puts it, until an entirely different and superior system of engendering or transmitting vibration will have been found, and this not only in reproducing but as essentially in recording, besides the invention of a more perfect substance for making records. Mica is, beyond a doubt, the best and most satisfactory substance





## Do you get all

the new *Victor* records as they are issued each month?

You should get every one of them every month. It doesn't cost much and it's a great help in building up a steady patronage.

Customers like to know that they can come to a store and get any of the new records which we advertise every month as they are issued.

The records that delight you are not necessarily the ones that will please your customers—everyone likes something different. It's part of your job to have what the people want, but you can't satisfy them with an incomplete line. Every month you should get at least one of every new *Victor* Record.

This not only has a good effect upon customers and helps to bring them to your store regularly, but it puts confidence and enthusiasm into your salesmen, because they know they have the goods to back them up.

Get in your order promptly for next month's new records.

## Victor Talking Machine Company

Camden, N. J.

Full information and prices can be obtained of any of the Victor Distributors as follows:

Altoona, Pa. .... W. H. & L. C. Wolfe.

Atlanta, Ga. .... Phillips & Crew Co.

Baltimore, Md. .... Baltimore Bargain House.

..... Cohen & Hughes.

..... E. F. Droop & Sons Co.

..... H. R. Eisenbrandt Sons.

..... Wm. McCallister.

Birmingham, Ala. .... E. E. Forbes Piano Co.

Boston, Mass. .... Oliver Ditson Co.

..... Eastern Talking Machine Co.

..... New England Talking Machine Co.

Bridgeport, Conn. .... F. E. Beach Co.

Brooklyn, N. Y. .... American Talking Machine Co.

Buffalo, N. Y. .... P. A. Powers.

..... Walbridge & Co.

Canton, O. .... The Klein & Heffelman Co.

Charlotte, N. C. .... Stone & Barringer Co.

Chicago, Ill. .... Lyon & Healy.

..... The Talking Machine Co.

..... The Rudolph Wurlitzer Co.

Cincinnati, O. .... The Rudolph Wurlitzer Co.

Cleveland, O. .... W. H. Buescher & Sons.

..... Collister & Sayle.

..... Eclipse Musical Co.

..... The May Company.

Columbus, O. .... The Perry B. Whitsit Co.

Dallas, Tex. .... Thos. Goggan & Bro.

Dayton, O. .... The John A. Fetterly Co.

Denver, Colo. .... Knight-Campbell Music Co.

Des Moines, Iowa .... Edward H. Jones & Son.

Detroit, Mich. .... Grinnell Bros.

Dubuque, Iowa .... Harger & Blish.

Duluth, Minn. .... French & Bassett.

El Paso, Texas .... W. G. Walz Co.

Galveston, Tex. .... Thos. Goggan & Bro.

Grand Rapids, Mich. .... J. A. J. Friedrichs.

Harrisburg, Pa. .... S. A. Floyd.

Honolulu, T. H. .... Bergstrom Music Co.

Indianapolis, Ind. .... Carlin & Lenox.

..... C. Koehring & Bro.

Jacksonville, Fla. .... Metropolitan Talking Machine Co.

Kansas City, Mo. .... J. W. Jenkins Sons Music Co.

..... J. F. Schmelzer & Sons Arms Co.

Little Rock, Ark. .... O. K. Houck Piano Co.

Los Angeles, Cal. .... Sherman, Clay & Co.

Memphis, Tenn. .... O. K. Houck Piano Co.

Milwaukee, Wis. .... The Boston Store.

Minneapolis, Minn. .... New England Furniture & Carpet Co.

Mobile, Ala. .... Wm. H. Reynolds.

Montreal, Canada .... Berliner Gramophone Co., Ltd.

Nashville, Tenn. .... O. K. Houck Piano Co.

Newark, N. J. .... Douglass Phonograph Co.

Newark, O. .... Ball-Fintze Co.

New Haven, Conn. .... Henry Horton.

New Orleans, La. .... Nat'l Auto. Fire Alarm Co.

..... Philip Werlein, Ltd.

New York, N. Y. .... Bettini Phonograph Co., Ltd.

..... Blackman Talking Machine Co.

..... Sol. Bloom.

..... C. Bruno & Son.

..... I. Davega, Jr.

..... S. B. Davega.

..... Douglas Phonograph Co.

..... The Jacot Music Box Co.

..... Stanley & Pearsall.

..... Benj. Switky.

..... The Victor Distributing & Export Co.

Omaha, Neb. .... Furay & McArdle Co.

..... A. Hospe Co.

..... Nebraska Cycle Co.

Peoria, Ill. .... Chas. C. Adams & Co.

Philadelphia, Pa. .... C. J. Heppe & Son.

..... Penn Phonograph Co., Inc.

..... Wells Phonograph Co.

..... Western Talking Machine Co.

H. A. Weymann & Son.

Pittsburg, Pa. .... Theo. F. Bentel Co.

..... Pittsburg Phonograph Co.

..... Powers & Henry.

..... Standard Talking Machine Co.

Portland, Me. .... Cressey & Allen.

Providence, R. I. .... Langley & Winchell.

Richmond, Va. .... W. D. Moses & Co.

Rochester, N. Y. .... Giles B. Miller.

..... The Talking Machine Co.

Rock Island, Ill. .... Totten's Music House.

Salt Lake City, Utah .... Carstensen & Anson Music Co.

San Antonio, Tex. .... Thos. Goggan & Bro.

San Francisco, Cal. .... Sherman, Clay & Co.

Savannah, Ga. .... Youmans & Leete.

Seattle, Wash. .... Sherman, Clay & Co.

Spokane, Wash. .... Eiler's Piano House.

Springfield, Mass. .... Metropolitan Furniture Co.

St. Louis, Mo. .... O. K. Houck Piano Co.

..... Koerber-Brenner Music Co.

..... St. Louis Talking Machine Co.

St. Paul, Minn. .... W. J. Dyer & Bro.

..... Koehler & Hinrichs.

Syracuse, N. Y. .... W. D. Andrews.

..... D. McCarthy & Son.

Toledo, O. .... The Hayes Music Co.

..... A. J. Rummel Arms Co.

..... Whitney & Currier Co.

Washington, D. C. .... John F. Ellis & Co.

..... S. Kann & Sons Co.



known for diaphragms, and in my opinion, and also in the opinion of almost, if not every other expert, it is comparatively a waste of time to experiment with diaphragms, if radical or even noticeable improvement is sought after. There is no room for argument in the above statements, as it is easily proven by any experimenter having the resources of such a laboratory as mine and the experience I have had."

#### THICKNESS OF DIAPHRAGM.

An English subscriber states that, of two authorities he has consulted, one says that 1/150 to 1/250 of an inch is the proper thickness of a diaphragm, while the other gives 7/1000 to 8/1000. There is very little difference in actual value between these figures, though they are differently expressed. 1/150 is equal to 7/1050, and 1/250 is the same as 4/1000. For specially delicate recording work the latter is suitable, while for all-round reproducing purposes 7/1000 or 8/1000 will be found most suitable. Any good micrometer will measure these thicknesses.

#### STATIONARY DISC WITH REVOLVING ARM.

An inventor in this city is making experiments with a disc machine, in which the disc remains stationary and the arm revolves. The first machine he has constructed is fairly successful, but before it can become a commercial possibility will require considerable improvement in the mechanical construction. The inventor claims to have applied for a patent, and when it is allowed, will have his machine in readiness to place on the market. He thinks his patents will in nowise conflict with the Berliner patents, and that much better results, including less scratch can be obtained than by the present method.

### OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Month.

(Special to The Talking Machine World.)  
Washington, D. C., May 7, 1906.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the Port of New York:

#### APRIL 9.

Brussels, 21 pkgs., \$206; Berlin, 37 pkgs., \$916; Bombay, 5 pkgs., \$100; 23 pkgs., \$467; Havre, 19 pkgs., \$350; Havana, 9 pkgs., \$196; London, 11 pkgs., \$429; 31 pkgs., \$6,680; 348 pkgs., \$3,901; Nuevitas, 9 pkgs., \$295; Para, 4 pkgs., \$180; Savanilla, 5 pkgs., \$177; St. Petersburg, 20 pkgs., \$981; Tampico, 17 pkgs., \$750; Vienna, 21 pkgs., \$668.

#### APRIL 16.

Antwerp, 1 pkg., \$175; Berlin, 39 pkgs., \$1,277; 164 pkgs., \$1,006; Cape Town, 51 pkgs., \$652; Colon, 8 pkgs., \$375; Glasgow, 16 pkgs., \$442; Havana, 43 pkgs., \$1,880; 1 pkg., \$113; Havre, 8 pkgs., \$239; Hong-Kong, 6 pkgs., \$104; Liverpool, 30 pkgs., \$156; 10 pkgs., \$155; London, 420 pkgs., \$4,527; 7 pkgs., \$267; 6 pkgs., \$118; Manchester, 30 pkgs., \$156; Milan, 53 pkgs., \$1,050; Montevideo, 12 pkgs., \$550; Rio de Janeiro, 6 pkgs.,

\$185; Shanghai, 21 pkgs., \$1,014; St. Petersburg, 15 pkgs., \$815; Valparaiso, 94 pkgs., \$3,709; Vera Cruz, 27 pkgs., \$647; Vienna, 35 pkgs., \$1,238.

#### APRIL 23.

Berlin, 21 pkgs., \$2,046; Buenos Ayres, 76 pkgs., \$3,524; Copenhagen, 1 pkg., \$250; Dresden, 4 pkgs., \$115; Glasgow, 10 pkgs., \$385; Havana, 28 pkgs., \$1,479; 9 pkgs., \$282; Hamburg, 2 pkgs., \$256; La Guayra, 4 pkgs., \$161; London, 86 pkgs., \$8,479; 520 pkgs., \$4,763; 3 pkgs., \$249; Nuevitas, 12 pkgs., \$217; Para, 17 pkgs., \$646; St. Petersburg, 5 pkgs., \$231; Trinidad, 5 pkgs., \$155; Wellington, 6 pkgs., \$219; Vienna, 17 pkgs., \$538.

#### APRIL 30.

Antifogosta, 13 pkgs., \$1,000; Berlin, 51 pkgs., \$1,100; Bombay, 18 pkgs., \$286; Brussels, 33 pkgs., \$420; Callao, 13 pkgs., \$1,000; Calcutta, 1 pkg., \$270; Corinto, 24 pkgs., \$1,395; Genoa, 7 pkgs., \$146; Havana, 30 pkgs., \$915; Havre, 19 pkgs., \$580; Liverpool, 32 pkgs., \$2,400; London, 37 pkgs., \$1,752; 16 pkgs., \$1,400; 458 pkgs., \$9,017; Matanzas, 24 pkgs., \$601; Melbourne, 492 pkgs., \$7,129; Montevideo, 27 pkgs., \$686; Naples, 1 pkg., \$120; Para, 6 pkgs., \$348; Rio de Janeiro, 15 pkgs., \$525; Shanghai, 12 pkgs., \$608; Souerabaya, 12 pkgs., \$1,135; St. Limon, 10 pkgs., \$163; Vera Cruz, 18 pkgs., \$1,512; Vienna, 12 pkgs., \$3,918.

### SOME RECENT PATHE CATALOGUES.

From the distinguished house of Pathé, 98 Rue de Richelieu, Paris, France, we are in receipt of a voluminous collection of catalogues, covering their latest issue of records in a number of languages. The artists employed number some of the most famous in the world, and the catalogues contain numbers of the very highest artistic merit.

The Pathé records are made for practically every country, and these catalogues, some of them running over 150 pages, contain lists in French, English, German, Russian, Portuguese, Norse, Italian, Spanish, Arabian, Hebrew, Roumanian, Hungarian, Egyptian, Dutch; in fact, every country in the world is covered in this remarkable list, issued by a remarkable house. There are also some interesting catalogues, containing descriptions and illustrations of their latest phonographs as well as illustrations and prices of parts of these instruments.

### TO TAKE GRAPHOPHONE IN A BALLOON.

Dr. Julian P. Thomas, who recently made a successful balloon ascension, accompanied by his wife, from Pittsfield, Mass., is a daily user of the graphophone for business. Manager Binder has arranged with the doctor to equip his car on the next excursion with a Type C graphophone and cylinders so that he can dictate his data and impressions without being obliged to write them out. A graphophone record made a mile up in the air will be considerable of a novelty.

John A. Goldrup, late of Providence, has been appointed manager of the Philadelphia store of the Columbia Phonograph Co.

### TRADE NOTES FROM GERMANY.

Artists of the Berlin Opera Forbidden to Make Records for Talking Machines—Claims It Injures Voice—The Beka Record Co. Issue Wonderful Catalogue—Result of Recording Expedition Through the Far East.

(Special to The Talking Machine World.)  
Berlin, Germany, May 2, 1906.

The newspapers state that the artists of the Berlin royal opera have been forbidden, on pain of dismissal, to sing into gramophones or phonographs, the management believing that their recent numerous pleas of inability to sing, owing to indisposition, were due to singing too much for the talking machines. It is said that the celebrated singers doubled their incomes by this means. It is reported that Caruso, who is now in America, makes \$20,000 annually by singing for a talking machine company.

The Beka Record Co. of this city have just issued an international catalogue which is a veritable work of art typographically, and admirably arranged in every respect for the convenience of those desiring the purchase of records. Its broad scope may be realized when we state that its 224 pages contain a complete list of the German, English, French, Italian, Portuguese, Spanish, Russian, Austrian, Hungarian, Danish and Swiss records. The catalogue is a striking illustration of the ceaseless activity of the company, which within a space of two years have taken records in all the civilized countries of the world and introduced them to the public through the medium of influential agents.

It is interesting to learn that the Far East Recording Expedition, which has traveled across India from Bombay to Calcutta, visited Burma, the Dutch East Indies, Straits Settlements and China, is at present busy in Japan taking the final records. The first Hindoostanee and Burmese records are already finished and on the market; the records in the other idioms will appear shortly. The vast importance which these records have for the world's market, as well as their claim to a high educational interest, will be obvious to everyone, and it is really wonderful how the Beka record has, in such an extremely short space of time, brought its name so prominently before the whole world.

The business has now made such enormous strides that the company have again (the fourth time within 15 months) been obliged to enlarge their premises; consequently, from the middle of April the company's headquarters will be No. 75-76 Heidelberger Strasse. The factory, consisting of the pressing plant with the galvanoplastic department and recording laboratory, as well as the stock department, forwarding department and offices, will be brought together in this large four-story building.

Another important item of news regarding the Beka record is that Valabhdas Takhmidas & Co., of Bombay, one of the largest talking machine concerns in the Far East, have been appointed sole agents for these records for India, Burma and Ceylon.

## DEALERS ATTENTION



No. 15 Horn Crane.

The No. 15 Horn Crane is the latest and most approved style on the market and will hold all horns up to 36 inches.

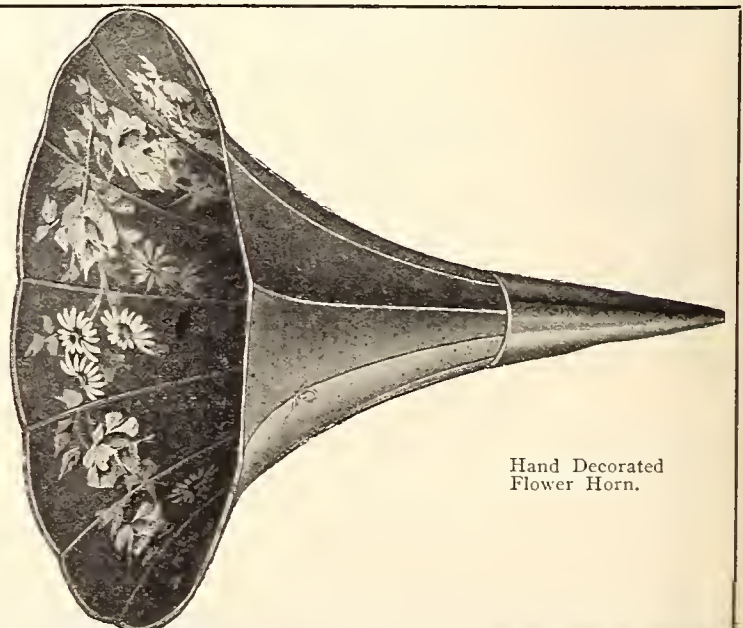
Our horns are noted for their beauty and amplifying qualities.

WRITE FOR PRICES

**ECLIPSE PHONOGRAPH CO.**

A. WM. TOENNIES, Proprietor

203 Washington Street, Hoboken, New Jersey



Hand Decorated Flower Horn.



## THE VALUE OF WINDOW DISPLAY.

No Better Salesman or Better Means of Publicity Can be Found Than the Utilization of Windows to Display Talking Machines and Supplies—Should Always Prove to be the Banner Silent Salesman.

Among the many methods that the talking machine merchant has to use for advertising, the most direct, best and attractive means is the show window. For this reason the art of window dressing has advanced to a marked degree, in so far that the window dresser has to use all available auxiliaries for producing the best effects in his window, and the more individual and unique his display, the greater the impression on the outside public. The success of a tasteful window is best manifested by the interest it produces in the passer-by. One person looking and remaining before a window will invariably draw others, and soon we can see ring after ring of curious onlookers watching the "ensemble" and "details," admiring the peculiar ideas of the window dresser, speaking about some original, charming and novel effect, and going away to talk to others about it, thus unconsciously advertising the merchant and bringing him new customers. Thus is seen the importance of having modern ideas in dressing a window.

Some merchants do not favor putting prices on articles, unless they have special values. Have you ever found yourself looking into a show window, and without a price you found little interest in the display, but when price cards were displayed you were impressed with the price of the article, and when in need your mind always drifted back to where you saw the item and the price was impressed upon you.

In building a new store or remodeling same, the mistake too frequently made is that the base of the show window is built too high. The floor of the window should never be higher than eighteen inches over and above the level of the sidewalk, and on a line with the front. The display in the window should be brought before the eyes of the passerby in a natural manner.

A few statistics as to window displays. To appreciate their value, you should, as A. Steitler, Jr., says, do a little figuring. How many people pass your place in a day? If the average is five a minute, in the eight busiest hours of the day 2,400 people would pass your window. This number, 2,400, represents what, in "newspaper parlance," is called "daily circulation." Now, your show windows occupy say 100 square feet surface space, and in it you can display attractively quite a line of goods, changing the display as often as you wish. In a daily newspaper, with an actual circulation of 2,000, fifty square inches ("not square feet") would cost approximately \$5 per day, and in this space you can put only illustrations of the articles themselves, and, as a rule, the illustrations but imperfectly represent those articles. Now, your window space presents a surface of 288 times as great as your "five dollar newspaper space"; has depth, in addition to surface, and in it can be displayed the articles themselves, true to life, as to color, size, shape and everything, and, furthermore, they are seen at the entrance to your establishment, inside of which a salesman stands ready to give additional information and exercise his ability at making a sale.

This window space is yours every day and all day; it presents wonderful possibilities as an advertising medium, and "it's up to you" to get those possibilities out of it. If newspaper space, properly used, is worth its cost (and we are firmly convinced it is), how important it is that so valuable an advertising medium as show windows should not be neglected.

## TRADE NOTES FROM BOSTON.

Retail Business Quieter—Preparing for Summer Trade—New England Salesmen Meet—Talking Machines for Canoes—What the Leading Members of the Trade Report to the World—The Month's Happenings.

(Special to The Talking Machine World.)

Boston, Mass., May 10, 1906.

Retail business has suddenly become very light and the jobbers are feeling the slacking up just a little. This period of dulness is not, however, expected to last long, for the canoe season is about ready to start, and the vacation season is only three weeks away. This means an enormous output of records, anyway, for the percentage of canoeists or campers who do not carry talking machines with them is now very small. Sunday afternoon on the Charles river, the 3,500 canoes that flit up and down the stream resemble a continuous talking machine concert.

An event which means much to the jobbers here was the recent meeting of jobbers in New York. The decision to have the new records sent by freight instead of by express means the saving of thousands of dollars to them in the course of a year. It will also avoid many vexatious delays, a great deal of hustle and bustle at the last minute, and will insure fair and equal treatment all around.

The members of the New England Talking Machine Salesmen's Club held a meeting at the rooms of the Winchell Co. on the last Friday in April, and further perfected their by-laws. It was decided to have the next meeting in some local hotel, where a "good time" can be enjoyed. The club is progressing finely and will probably soon have a permanent club room.

President Winchell and Secretary Skelton, of the Winchell Co., have returned from a visit to the American Record Co. and the National Phonograph Co. in New York. John Wagner, of the Langley-Winchell Co., distinguished himself during a bad fire in the adjoining building last week by carrying a swooning woman down a narrow fire escape.

The April trade at the Boston Cycle Co. was the best for any month in the past year, except that of December. The Edison trade here is enormous, and a big general fall trade is looked for.

At the Columbia Phonograph Co. the trade resulting from the contract with the Traveler Newspaper Co. grows larger every month, as the Traveler's circulation grows. This is one of the greatest propositions ever devised. Retail Manager H. M. Blakeborough has been in Providence, R. I., the past few weeks, attending to the opening of a new branch store. His duties have been looked after by J. E. Lane.

It has come to the notice of The World's representative that a certain dealer in Victor machines is cutting way under the list price in order to make sales during this dull season. Competition is very keen in Boston, but there are very few who take unfair advantage in this way.

Victor business at the Oliver Ditson Co. and the M. Steinert & Sons Co. appears to run "neck and neck," and the manager at each store reports business as good. There are signs of "branching out" at each place.

Wholesale Manager Chamberlain, at the Eastern Talking Machine Co., disappeared for a few days last month—on a little vacation—and when he returned he brought the boys a box of cigars and presented his compliments to them as a benedict. He says married life is the only life.

## BARD BROS. GOOD PUBLICITY.

Bard Bros., the well-known dealers, of Wheeling, W. Va., are great believers in publicity, and their advertising in the local papers is a model in construction and effectiveness. They tell their story so well that they never fail to interest the public in the magnificent line of talking machine supplies which they handle. It may be stated as an axiom that advertising pays, but it pays best when the advertising matter is well written and educational in character.

Does This  
Sign Mean  
Profit to  
You  
?

I.C.S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH

ARE you one of those that have realized big returns from the sale of I. C. S. Language Outfits? Or are you among the doubters who have passed our proposition by with the idea that there was a "hitch in it" somewhere that would tend to make you lose money?

Dealers who have fairly tried the language feature of the phonograph business are more than satisfied with the results they have obtained, and many have increased their business from 10 to 30 per cent. It is no wonder that they have done this. There is an immense field for the language business. People who have become tired of their phonographs as a fad; people who would otherwise never think of purchasing a phonograph; and people who would be only too glad to find a profitable as well as a pleasurable use for their phonographs—which comprises nearly all phonograph owners—all are very much interested in I. C. S. Language Outfits. The experience of other dealers has made this proposition a tried and proved success. Will YOU hesitate any longer? Write to-day for further particulars, prices, etc.



## A NEW REPRODUCER FOR PUCK MACHINE.

The Cordock (Patent) Concert Reproducer gives loud, clear and natural reproduction heretofore unobtainable on Puck Machines. Will not slip, if the record is not damaged. Factors should write for sample and trade prices to

G. W. CORDOCK & CO.

High Street, Scunthorpe, Linc's, England.

International  
Correspondence Schools

BOX 920,

SCRANTON, PA.



The Records made for us in Europe by artists of the highest class, recorded in Paris, Berlin, Vienna, St. Petersburg, Stockholm, Budapest, Madrid, Milan, Rome and all the musical centers of Europe are about ready for the Trade.

The first List will be mailed at once and additional Lists each month hereafter. These records are a treat to all music lovers. They are unequalled. No high class, high priced record heretofore produced, can be compared with these superb productions.



The voices of the most celebrated singers of Europe are here offered at prices within the reach of all.

M<sup>lles</sup>: AGUSSOL, DEMOUGEOT, ELISE ELIZZA, MARIE DIETRICH, Messrs: CONSTANTINO, ALBERTI, NOTÉ BERTI, LURIA, IMRÉ, BRAUN, WEBER, AUMONIER, MILHAU, PICCALUGA, MARÉCHAL, CARBELLI and are a few of the famous artists together with Bands and Orchestras of the principal courts of Europe are among the gems we have on our list.

**LEEDS & CATLIN CO.**

**NEW YORK**



## A POPULAR BOSTONIAN.

Many Good Wishes for A. W. Chamberlain on His Deserting the Ranks of Bachelordom.

(Special to the Talking Machine World.)

Boston, Mass., May 10, 1906.

We publish herewith a counterfeit presentment of A. W. Chamberlain, manager of the wholesale department of the Eastern Talking Machine Co., of Boston, who, on April 18, deserted the ranks of bachelordom and took unto himself a wife.

Mr. Chamberlain is well and favorably known by the talking machine trade, having been identified with the business for several years. We feel sure his hosts of friends will be pleased to



A. W. CHAMBERLAIN.

hear of his entrance into the blissful state, and that their best wishes will go with him.

Mr. Chamberlain's first appearance in the talking machine field was as department manager for the Iver Johnson Sporting Goods Co., of Boston; later he exploited Zonophones for the Universal Co. throughout New England, severing his connection with that company to take charge of the wholesale business of the concern he is now with.

On the eve of the wedding Mr. Chamberlain was presented with a very elaborate gold and bronze clock by his fellow employes, the presentation speech being made by William J. Fitzgerald, of the Victor department, and Mr. Chamberlain responding in an able and convincing manner in acceptance. After an extended wedding trip in the South and West, Mr. Chamberlain is now back at his desk receiving the congratulations of his many friends.

## WAS GUARD AND LABORER.

C. E. Brown Piled Bricks, Distributed Sandwiches and Did Soldier Duty in the Stricken City of San Francisco.

(Special to the Talking Machine World.)

Los Angeles, Cal., April 29, 1906.

C. E. Brown, coast manager of the Talk-o-Phone Company, who has been in charge of the San Francisco branch of that company, arrived yesterday with his wife and family after a solid week of strenuous effort at piling bricks, distributing sandwiches and doing duty as a guard at San Francisco. A. L. Irish, president of the Talk-o-Phone Company, Toledo, upon learning of the disaster, telegraphed from three cities while en route to Los Angeles, requesting that relief be sent Brown and his family and other employees at San Francisco, and that they be furnished with means for leaving the stricken city. Mr. Irish arrived in Los Angeles last evening. Arrangements will be made at once to look after the Pacific Coast interests for the Talk-o-Phone Co., which were formerly handled from San Francisco.

## FROM THE EMERALD ISLE.

Open Air Concerts in Vogue—Twentieth Century Graphophone Entertains Lord Lieutenant—Fonotipia Records Introduced—Edison Grand Opera Records Popular.

(Special to The Talking Machine World.)

Belfast, Ireland, May 1, 1906.

As daylight lengthens, and during the excellent bright, dry weather which for a month past has prevailed here, our people are gradually diverting their thoughts from talking machines to cycling, golf and other forms of out-of-door pastimes, with the result that sales of instruments and records are gradually decreasing.

The open-air concert on Saturday evening last was a huge success. The sky overhead was clear and cloudless, and although—to borrow from Hamlet—there was "a nipping and an eager air," hundreds of pedestrians halted before Mr. Osborne's well-known warehouse (which faces that most ornate pile of classic architecture—the new City Hall), to enjoy the latest "Edison," "Columbia" and "Sterling" records, marvelously rendered by the twentieth century Columbia graphophone.

During the past month Belfast was favored by a visit from their excellencies the Lord Lieutenant (Earl of Aberdeen) and Countess of Aberdeen, who received a warm reception. Whilst the Viceregal party were passing Mr. Osborne's shop the twentieth century graphophone thundered forth an excellent loud selection of the National anthem, which instantly attracted the attention of the distinguished visitors. This interesting incident was chronicled the same evening in columns of the Belfast Evening Telegraph, wherein Mr. Osborne was congratulated on having thus exhibited his enterprise and originality.

The latest style of disc record—introduced by the same factor to Belfast—is the "Fonotipia" double-sided Odeon record, price from 10 to 25 shillings each. The selections are by best Italian sopranos, contraltos, tenors, baritones, instrumentalists, etc., and customers are as loud in their praise as the records themselves are loud in the rendition. Almost all the songs are in Italian, however, which fact operates somewhat

against their sale to the general public. If these Fonotipia records have not yet reached America some up-to-date firm in New York would find it to their advantage to introduce them to "The New World."

The phenomenal number of Zonophone disc albums (which hold 12 ten-inch records) recently sold at one dollar each, is a healthy sign, and indicates that users of talking machines are so enamored of their instruments that they are desirous of preserving from dust and protecting from damage the records they prize so much.

A somewhat drastic reduction has taken place in the ever-popular Zonophone discs. The ten-inch size now sells at 2 shillings each, or 1 shilling less than former price, and the seven-inch size at 1 shilling, or 6d. less than formerly. The result is a marked increase in the output of these goods.

Ever in the front rank, the National Phonograph Co., London, have placed upon the market ten genuine Edison "grand opera" records, which are, without exception, the finest phonograph selections to which I have ever listened. The price is just double that of the ordinary Edison cylinders, and accordingly 3 shillings each; but all lovers of true classical music consider these unique records well worth that figure.

Then again the Gramophone Co., London, always in the vanguard of progress, have issued 20 records, comprising the entire opera of "Il Trovatore" (in four acts).

Cheap continental phonographs and disc instruments, with flimsily constructed and unreliable motors, have ceased to be popular here. The public now prefer to pay the extra price for a genuine Edison phonograph, gramophone or graphophone.

Thomas A. Edison—the "old man," as he is called by every one of his business associates—has returned from his Florida winter home to Orange, N. J., and W. E. Gilmore, president of the National Phonograph Co., got back from his Southern vacation last week, appearing at the New York office the following day, looking the picture of health and thoroughly rested.

## Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

**Playrite**  
TRADE MARK

## NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START TO FINISH.

PRESERVE RECORDS and can be used on ANY DISK MACHINES or RECORD. Packed only in RUST PROOF packages of 100.

RETAIL, 10c. per 100; 25c. per 300; 75c. per 1,000.

**Melotone**  
TRADE MARK

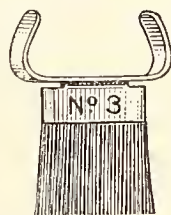
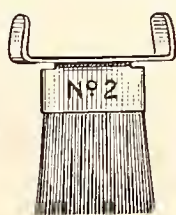
## NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Each "MELOTONE" NEEDLE can be used SIX times without changing. Can be used on ANY DISK MACHINE OR RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letter head. Special Prices to Jobbers and Dealers. Write Now.

## New Style Place Record Brushes.



PATENT ALLOWED.

No. 2 fits Standard or Home.

No. 3 fits Gem or Triumph.

on Old or New Style Models.

LIST PRICE, 15c. EACH.

We give DEALERS and JOBBERS a GOOD PROFIT. WRITE for DISCOUNTS and Samples.

The Place Brush clamps under the speaker arm and AUTOMATICALLY removes all dirt or dust from the RECORD, so the sapphire runs in a CLEAN TRACK and insures a GOOD REPRODUCTION.

WE OWN THIS INVENTION and WILL PROSECUTE INFRINGERS.

MANUFACTURED BY

**Blackman Talking Machine Co.,** J. NEWCOMB BLACKMAN, Prop  
"The White Blackman."

GET THE BLACKMAN HABIT AND  
YOU WILL KEEP IT

**97 Chambers St., New York**



## TRADE NOTES FROM QUAKER CITY.

Business Fairly Good—Hawthorne & Sheble's New Plant—Change of Columbia Managers—H. T. Lewis's Fine Trade—Musical Echo Co.'s Display—A Chat With John D. Miller—Talking Machine Helps Pacific Coast Sufferers—The News Budget of the Month.

(Special to the Talking Machine World.)  
Philadelphia, Pa., May 10, 1906.

Business in talking machine circles here is fairly good, but it would be much better if the trade could only get their orders filled by manufacturers. A lull in activity is always anticipated after Easter—and it came on schedule time this year. At present writing, however, business is improving, and all hands predict excellent summer trade.

We were recently invited to visit the new factory of the Hawthorne & Sheble Manufacturing Co., now in process of equipment at Howard and Jefferson streets, in this city. The handsome plant is 50x250, and consists of five floors. Many features are included that go to complete a modern, well-equipped establishment. New offices handsomely finished in golden oak, with every facility, will be ready for occupancy this month. This well-known corporation anticipate that by July 1 they will not only have their Philadelphia plant in complete running order in the new premises, but will also have their Bridgeport factory entirely equipped with latest improved machinery, tools, etc., in a position to supply the trade with their fall shipments promptly. The business of this concern has grown so extensively that they anticipate continuing indefinitely to operate their old quarters which they now occupy at Oxford and Mascher streets, Philadelphia.

A good-natured rivalry exists between Eighth and Ninth streets as to which will attain supremacy as "Phonograph Row." Honors are about evenly divided. Both thoroughfares are main retail shopping centers. North Eighth street now has seven phonograph stores—with one more to come soon. These stores are in the "theatre district," and to an extent have some advantage over Ninth street.

A goodly number of suburban merchants of various kinds have placed side line stocks of machines and supplies in their stores, indicating that business is being vigorously pushed by jobbers.

The change in managers of the local general office of the Columbia Graphophone Co., 1109 Chestnut street proved of interest to the trade. The new manager, John A. Gouldrup, was assistant manager of the Columbia's office here two years ago, and so is not a stranger to the Quaker City by any means. "I'm not a newcomer," commented Mr. Gouldrup, "but rather one who has come back." Referring to trade conditions, he said: "Business has been good. Compared with our heavy fall trade it does not cut so much of a figure, but the outlook is most encouraging." He further stated he probably would have no assistant manager. "I feel," he said, "that by sympathetic action I can get more and better

work from heads of departments when they are left without an assistant manager and put on a merit and pride-in-work basis."

Geo. W. Lyle, vice-president of the Columbia Co., and Walter Eckhardt, manager of the wholesale department of the same company, were trade visitors the past month.

P. G. Underwood is manager of the Columbia Co.'s retail store, 140 North Eighth street. In a chat with his assistant, J. F. Halfpenny, he said: "Business is very good. We are adding new men to our outside salesmen's staff and they are doing good business." At a three-days' fair at the North Presbyterian Church, Clearfield street, Manager Underwood put in an exhibit of Columbia goods and scored a "hit."

Manager T. R. Goodwin, of the Camden, N. J., branch of the Columbia Co., also reports continued good business, especially from suburban and country points.

H. T. Lewis, of the Lewis Talking Machine Co., 15 South Ninth street, said of trade conditions: "Wholesale trade is good, but retail business is quiet. It usually is for a short spell after Easter. The lull is only temporary, however; the outlook is most encouraging." Mr. Lewis mentioned that he had a big deal on, which, when completed, he would give particulars of to The World. "It is quite probable we will move soon," said Mr. Lewis. "We must have more room on account of increasing business." The Lewis Co. handle Columbia machines and records, as well as American records.

A somewhat new departure is being successfully carried out by the Musical Echo Co., of this city. The handsome salesroom is furnished partly as a parlor, back of which is a chamber concert room, with seats similar to a small music hall. A large Victor machine on a dais, backed by an organ scene, lends effect and beauty to the concert, operatic and sacred records reeled off by the talking machine. Concerts are given daily to pleased audiences, with the result that record sales are fairly "boomed." Business is reported good. Henry Marschalk, formerly with the local office of the Columbia Co., is manager of the Musical Echo Co., and L. G. Gerson, who also was formerly with the Columbia Co., is assistant manager. Messrs. Marschalk and Gerson were visitors to the New York trade the past month.

Said Louis Buehn, of the Wells Phonograph Co., 45 North Ninth street: "Trade has been good; the best we ever had. We have had a big call for Edison, Victor and American goods." In the basement, racks having a capacity of 75,000 records have been installed, and on the first floor racks for an additional 20,000 records have been added. Mr. Buehn stated that business with his company since the first of the year has increased about 50 per cent. They have doubled their record rack capacity and carry one of the largest stocks of cylinders and discs in the city.

Manager S. Ford, of the Disc Talking Machine Co., 13 North Ninth street, has been busy on outside sales. Office sales are reported quite seasonable and satisfactory by his assistant.

Said Manager John B. Miller, of the Penn Phonograph Co., 19 South Ninth street: "Business is good, but unfortunately we can't get orders in from the manufacturers and that holds us back. We are doing from 30 to 33½ per cent. more business this year than last. Yes, the talking machine business is an established one. Some folks compared it to the bicycle trade—thought it would 'boom' and then 'fade away.' I thought the same thing once. Says I, 'If the business lasts four years I'll be satisfied.' And now, at the end of eight years, it is more firmly established than ever. We started business next door and soon outgrew its capacity. Now we occupy the basement and first and second floors of this large building. We have four 'hearing' rooms, excellent shipping facilities, and carry the largest stock of Edison and Victor records of any house in the country. We are retailers and jobbers." Thomas A. Edison, when in Philadelphia some time ago, called on the Wells Co., it being the only firm to be thus honored. Mr. Edison wanted to be shown the automobile route to Reading, Pa., and Mr. Miller accommodatingly put him on the right trail. About the only "shop talk" the noted inventor indulged in was to remark that the future of the talking machine business is most encouraging.

Wm. E. Gilmore, president of the Edison Co., was a recent local trade visitor.

"Len" Spencer and Ada Jones, vocalists, well known to many talking machine admirers, were visitors the past month. "Len" heard himself sing—via phonograph—an odd thing in its way, as one dealer remarked.

"It will never be known, maybe," commented a North Eighth street phonograph dealer, "but the humble talking machine has undoubtedly been the medium through which thousands of dollars have been raised for the relief of sufferers from the Pacific Coast disaster. One large machine and outfit I loaned to people getting up a fund earned over \$400—so what must the aggregate machines of the country have earned? That they earned a large sum is not to be doubted, and is additional proof that the talking machine is useful, entertaining and a fine charitable medium."

Another view of the talking machine was taken by a Ninth street dealer, who said: "Two years' close observation has convinced me that it is a great promoter of sociability, and by that I mean the machines attract young folks. They like to gather at each others' houses, hear the latest airs and have 'a real good time.' These informal gatherings often amount to a regular 'home party' and do good in the way of keeping young people away from possible detrimental influences. As to the old folks, they enjoy the music and mirth every bit as much as the youngsters."

It is probable a number of leading wholesalers of talking machines and supplies may attend the meeting at Washington this month of piano manufacturers and dealers and manufacturers of piano players, talking machines, etc. Representatives of the Victor Co. and the Hawthorne & Sheble Manufacturing Co. are expected to attend

(Continued on page 15.)

# STANDARD METAL MFG. CO.

MANUFACTURERS OF

## PHONOGRAPH HORNS AND SUPPLIES



Our Horns, as our name implies, are "Standard" in every respect. We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more evenly.

**FACTORY: Jefferson, Chestnut and Malvern Streets, - NEWARK, N. J.**  
**NEW YORK OFFICE AND SAMPLE ROOM: - - - 10 WARREN STREET**



# TWENTIETH CENTURY GRAPHOPHONE

An  
Orchestra  
in  
Itself!



OUR  
GUARANTEE

It Sings with  
all the Volume  
of the Original

The Twentieth Century Graphophone Is Absolutely New In Principle and Excels All Others

The impetus this marvelous machine gives to the

SALE  
OF  
CYLINDER  
RECORDS

is enormous.

Mr. DEALER:

You have Records to sell; the Twentieth Century Graphophone will make them go like hot cakes!

ADDRESS ALL COMMUNICATIONS TO THE COMPANY.  
*Heath & Milligan Mfg Co*  
Paint & Color Makers.  
10-112 Randolph Street,  
Chicago, March 20, 1906.  
R.L.H.

The Columbia Phonograph Co.;  
Gentlemen:-

Through our Mr. Rockwell we learn that you have kindly donated one of your "20th Century" Machines for the use of our agents, The Hahn Co., on "Sunshine Day," and we simply want to assure you that this courtesy on your part is thoroughly appreciated. We are thoroughly familiar with this Twentieth Century Machine, inasmuch as your people furnished one for our use on a train-load of paint we shipped from Chicago to Duluth sometime ago. We made a daylight run and stopped at various towns along the way, giving concerts and distributing souvenirs, and we want to say right here that the Twentieth Century Machine made a great hit all along the line.

With best wishes, we are,

Yours very truly,

HEATH & MILLIGAN MFG CO.

*A.L. Stigley*  
Manager Sales Department.

F.O.

"Put a Little SUNSHINE in Your Home."

Uses the Regular  
Cylinder Records—  
all makes—as well  
as the New

COLUMBIA  
TWENTIETH  
CENTURY  
CYLINDERS—

half a foot long;  
50 cents each.

Retail Price for  
Twentieth Century  
Graphophone, \$100.  
Liberal Discounts  
to the Trade.

Cut out and send the  
ATTACHED COUPON  
to-day!

Dealers who have customers among the proprietors of restaurants, small theatres and places of public amusement, generally, will find a ready demand for these extraordinary machines. Cylinder record sales have been increased from 50 to 75 per cent. by playing records on the Twentieth Century Graphophones. LEW DOCKSTADER USES ONE OF THESE MACHINES IN HIS MINSTREL SHOW. JOHN DREW HAS INTRODUCED IT IN "DE LANCY," AND IT IS ALSO BEING UTILIZED IN "THE GIRL PATSEY," A NEW COMEDY THAT HAS MADE A HIT.

## COLUMBIA PHONOGRAPH COMPANY, GEN'L

CREATORS OF THE TALKING MACHINE INDUSTRY  
Owners of the Fundamental Patents Largest Manufacturers in the World

Grand Prize, Paris, 1900

Double Grand Prize, St. Louis, 1904

Highest Award, Portland, 1905

Tear Off Here. Fill in and Mail To-Day to  
COLUMBIA PHONOGRAPH CO.,  
90-92 West Broadway,  
New York.

Dear Sirs—I am interested in your new "Twentieth Century" Graphophone. Send me full details, prices, terms, etc., at once.  
Yours truly,  
Name.....  
Address.....  
T. M. W.  
5.



# When the Mid-Summer Lull in Trade Arrives PREPARE FOR THE FALL RUSH

BY ARRANGING YOUR RECORD STOCK IN SYSTEMATIC  
ORDER. THIS CAN BE ACCOMPLISHED BY ADOPTING THE

## H. & S. Unit Disk Record Filing System

PATENTS APPLIED FOR

Many improvements have been made in Disk Talking Machines and Records but there has been little effort to provide a satisfactory and economical system to carry stock. The Unit System has many practical features to recommend it. We mention a few.

**ORNAMENTAL**—Handsomely finished in cherry with nickel frames for record numbers, improving appearance of stock and store.

**ELASTIC**—Made in sectional units, as stock is increased the System can be expanded to meet the needs of a growing business.

**ECONOMICAL**—Moved quickly. Record capacity can be increased without annoyance, expense of frequently tearing down and erecting new shelving obviated, and costing less than shelving in the end.

**ORDERLY STOCK**—Placing records on edge and in numbered compartments facilitates selection of stock to fill orders. New stock can be placed in position rapidly.

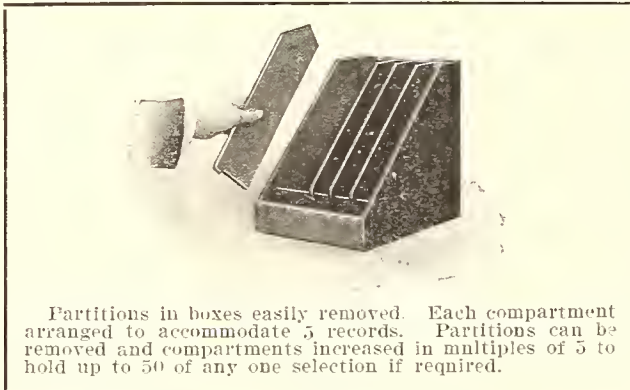
**INVENTORY AND DAILY STOCK REPORT**—The Unit System will enable you to take account of stock daily, and with slight effort will keep you constantly informed of records required to complete the catalogue.

**NUMBERS**—Cards for selection numbers easily removed or changed when "cut outs" are made from catalogue.

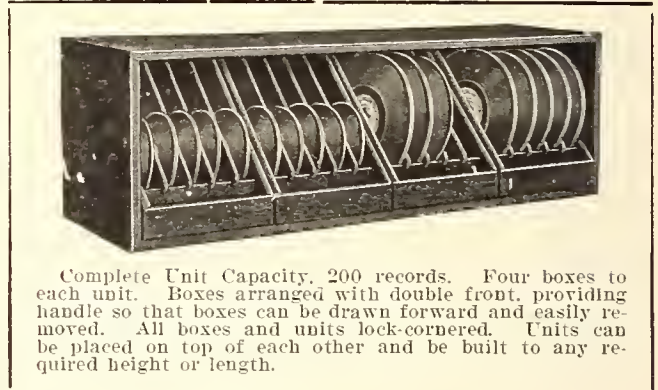
**TIME SAVER**—Records quickly located; at a glance you can ascertain what you have in stock. Catalogue number of selection directly in front of compartment.

**RECORD ROOMS**—Units can be used as partitions, saving expense and space.

**PORTABLE**—Whenever necessary to rearrange stock, units can be readily moved from one part of the store to another, without disturbing records. This would prove of great advantage in case of removal from one store to another.



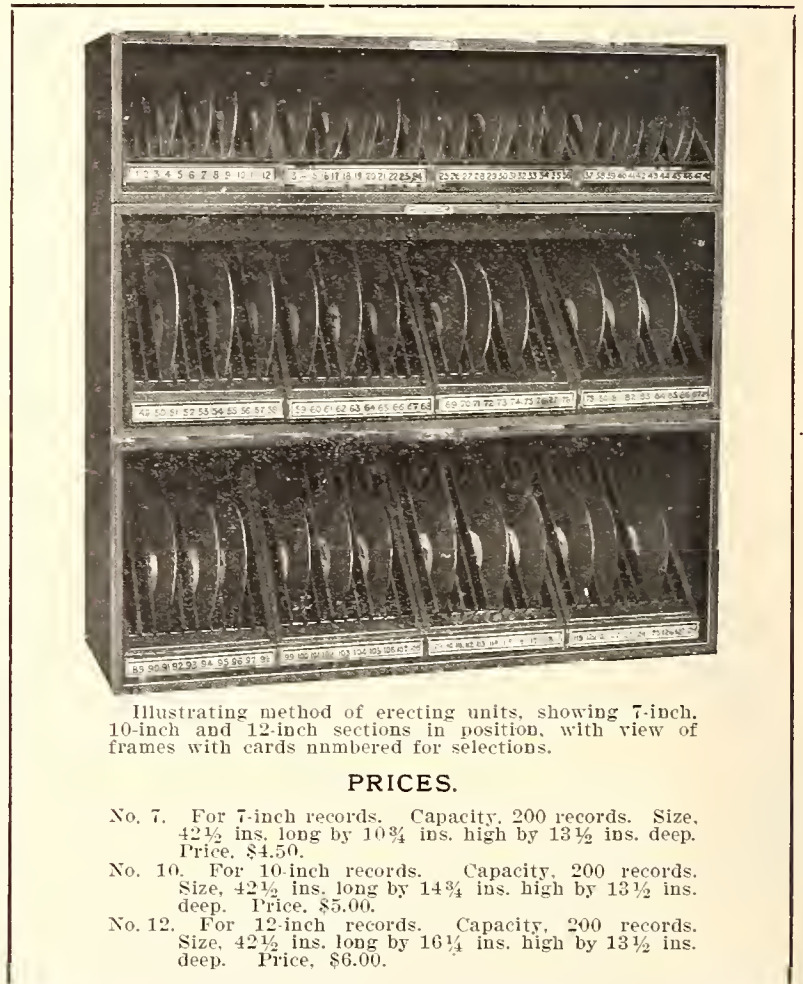
Partitions in boxes easily removed. Each compartment arranged to accommodate 5 records. Partitions can be removed and compartments increased in multiples of 5 to hold up to 50 of any one selection if required.



Complete Unit Capacity, 200 records. Four boxes to each unit. Boxes arranged with double front, providing handle so that boxes can be drawn forward and easily removed. All boxes and units lock-cornered. Units can be placed on top of each other and be built to any required height or length.



Showing partial view of interior of store of Eastern Talking Machine Co., Tremont St., Boston, Mass. Over 50,000 Disc Records carried in stock in the H. & S. Unit Disk Record Filing System.



Illustrating method of erecting units, showing 7-inch, 10-inch and 12-inch sections in position, with view of frames with cards numbered for selections.

### PRICES.

No. 7. For 7-inch records. Capacity, 200 records. Size, 42½ ins. long by 10¾ ins. high by 13½ ins. deep. Price, \$4.50.

No. 10. For 10-inch records. Capacity, 200 records. Size, 42½ ins. long by 14¾ ins. high by 13½ ins. deep. Price, \$5.00.

No. 12. For 12-inch records. Capacity, 200 records. Size, 42½ ins. long by 16¼ ins. high by 13½ ins. deep. Price, \$6.00.

# Hawthorne & Sheble Mfg. Co.

Station O.

Philadelphia, Pa.



and it is predicted much trade good will result from conventions held by the several interests.

Local department stores carrying talking machines, etc., continue to exploit them via cleverly written advertisements in the daily papers, and good business is generally reported. One large department store which heretofore regarded phonographs as "mere toys," has been won over to a different view and will, it is stated, soon put in a \$10,000 to \$15,000 stock of goods.

Said a Columbia avenue sheet music dealer: "Since I put in a talking machine my sales of sheet music have increased one-third."

M. Silverman, manager of the North Eastern Phonograph Co., 40 North Eighth street, was busy exploiting the merits of a Victor machine when The World's representative called. Between tuncs he said: "We handle Victor, Columbia, Edison and Zonophone talking machines, as well as Regina music boxes and all kinds of records. In addition we do repair work. Trade is normal and fairly satisfactory."

Maurice W. Beckhardt, formerly manager of the instalment department of the Columbia Phonograph Co., assumed management of the Eastern Phonograph Co.'s office and storeroom, 143 North Eighth street, the past month. Messrs. Futernick and Silverman are proprietors. "Mr. Futernick managed the office previous to May 1," said Mr. Beckhardt, "but the business outgrew his capacity, so I have taken the office management, while he attends to other important departments. We make a specialty of Edison and Victor products. We have salesmen to the number of forty covering Philadelphia and vicinity." The Eastern company have been located on Eighth street for over five years.

Referring to trade conditions, J. Abrahams, proprietor of the Keystone Phonograph & Camera Co., 148 North Eighth street, said: "It is now the betwixt and between season and business is fair, but nothing great. Slowness of delivery upon the part of manufacturers is holding back trade; we can't get the goods—if we could, we would be busy. We feature Edison and Victor goods, as well as carry a good line of cameras, etc." Mr. Abrahams' store is noticeably neat and attractive, and he understands the value and knack of show window displays.

James Bradley, of the International Record Co., Auburn, N. Y., was a recent trade visitor. He stated the business with them was very encouraging.

Reports from a number of the suburban dealers show that they are doing, proportionately, a larger business than some of the "heart of the town" folks. This is accounted for in one way by the fact that pleasant weather permits folks to sit in yards or on porches and "have a good time." Mr. "Talker" has to work for them overtime. New discs and cylinders are purchased in order to hear "the latest out"—hence, the good sales.

The Keen Co., who have applied for a certificate of incorporation for the purpose of dealing in and manufacturing talking machines, are preparing to open an office and sales room at North Eighth and Cherry streets. Delay in opening the

stand may be caused by inability to get goods on time, but strong efforts are being made to "push" matters. The company has no connection with the Keen Talking Machine Co., Kensington avenue, it is stated. A general line of talking machine goods will be carried.

An East Camden, N. J., barber has put in a pretty good-sized stock of talking machines, records, etc., and is doing such a good business he may retire from the "tonsorial artist" field.

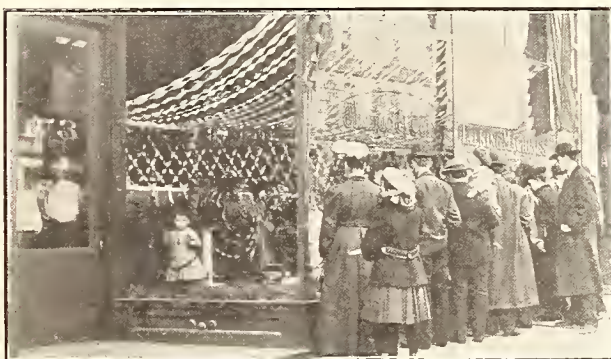
Justice of the Peace Philip Schmitz, 212 Market street, Camden, N. J., has added a good-sized stock of Edison, Victor and Zonophone goods to his cigar store.

### M'GREAL'S EASTER WINDOW.

A Highly Original Display That Must Merit High Praise.

There is nothing about a store that commends itself so strongly to the attention of the public as an attractive show window, one not merely filled with goods, but with some original feature that will ensure the display receiving more than a casual glance.

There are special seasons of the year that afford opportunities for attractive display features, notably the Easter time, when a variety of rec-



ognized forms of decoration to typify that season may be used to advantage in connection with the regular display of goods.

We print herewith a view of the Easter window of McGreal Bros., Milwaukee, Wis., wherein is shown a number of small chickens with the legend, "Like the Edison Phonograph—Genuine; No Imitation." Ribbons, potted plants and some grass tend to add attractiveness. The success of the display may be judged from the number of people viewing it with evident interest.

### A NEW YORK INSTALMENT FORM.

Below is a form used by a dealer at Saranac Lake, N. Y., for selling goods on instalments. It is printed for the information of dealers in New York and other States where similar laws prevail.

JOHN I. NILES  
LEASE. Article.....  
Price .....

Saranac Lake, N. Y. .... 190....  
THIS IS TO CERTIFY that I have received this day from John I. Niles, one .....  
No. .... which I am allowed to use with care and keep in good order.

I have agreed to purchase said ..... and pay therefor the sum of \$..... per week, to be paid at his office, ..... and until fully paid, the same to remain the property of John I. Niles.

I further agree not to mortgage, sell or dispose of said ..... in any manner whatever, nor to remove from No. .... in ..... without the written consent of John I. Niles endorsed thereon.

It is hereby understood and agreed that in case of failure to comply with all or any of the foregoing agreements that the said John I. Niles, his agents, or attorneys, may take possession of the same without due process of law, and for that purpose or the purpose of searching for the same they, or their legal representatives, may enter any premises occupied by me, and to that end may use such force as may be necessary without any liability to any action for trespass or damage therefor, and that all payments made by me shall be considered as made for the use of the article.

Signed.....  
Witness.....

It is further stated and represented by the party of the SECOND Part that he is over twenty-one years of age and is competent to make this agreement. In consideration of the execution and delivery of the within agreement, the party of the second part (the purchaser) hereby expressly waives the provisions of Chapter 762, of New York State laws of 1900.

Received from ..... a duplicate of the foregoing agreement at the date thereof.  
..... Purchaser.

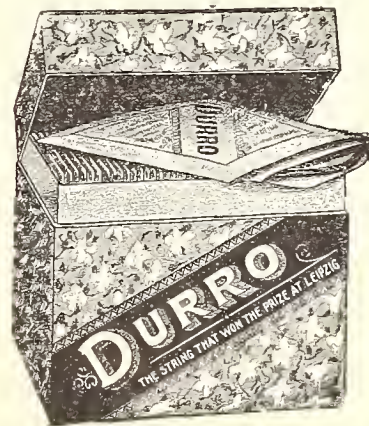
The Southern Pacific Co. have recently installed on their line a system of communication by means of which the conductors and brakemen on all trains may talk with an operator in a telegraph office along the line from any point on the road.

## A MAY TIP!

## DO YOU WANT TO MAKE MONEY?

Good, big money. The men who sent in an order for a sample line of our instruments were delighted with the results.

They found our instruments blended perfectly with the talking machine line, besides helping to make the store attractive. If you want to help out in the profits during the holiday season you can't go at it in a better way than with our specialties; your musical friends will come to you when they learn that you have the Durro violins, bows, strings, etc. They have a high standing.



We are judges of the excellence of all kinds of small goods, such as Accordeons, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lesser prices, but which are superior to any on the market at the same price.

It will pay you to order a sample line at once. You will then see how profitable it is to devote a portion of your store to the exhibition and sale of small goods. Write for catalogue.

Make good money for the new year. It is easy with our help. We can tell you how and go with the business tide when it serves.

## BUEGELEISEN & JACOBSON

113-115 University Place  
Corner 13th Street, NEW YORK



### The House of York

Is not only noted for the manufacture of

The Best Band Instruments

on earth, but for the publication of some of the

Best Band and Orchestra Music

"Carroll the music of York"

in the market. The pieces named below are published for both Band and Orchestra; we shall be pleased to send you our complete catalogue, price-list and sample parts on request.

Remembrance March, Walter Lewis; Mazie Waltzes, Ellis Brooks; The Morton March, Ellis Brooks; The Minstrel King March, Jos. Norton; Little Nugget Overture, Geo. D. Barnard; The Emblem, Solo for Trombone, Baritone or Cornet, Ellis Brooks; Golden Leaf, Solo for Trombone, Baritone or Cornet, Geo. D. Barnard. And many others besides. Remember the address,

J. W. YORK & SONS  
GRAND RAPIDS, MICH.



100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

**EDISON**PHONOGRAPHS  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES**Douglas Phonograph Company**

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

**VICTOR**TALKING MACHINES  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
DISC MACHINES

Style 130. Capacity 120 Records  
 " 140. " 180 "  
 " 150. " 252 "

## Perfection Cabinets

== FOR ==

### Cylinder and Disc Records

60 STYLES and FINISHES of CYLINDER CABINETS  
 30 STYLES and FINISHES of DISC CABINETS

Our Cabinets are properly constructed of Seasoned Material—High Piano Polish.

Chiffoniers equipped with pegs and Music Cabinets constructed to hold discs have had their day.

Perfection Cabinets are constructed for the purpose intended and can be sold on installments—They last.

Equipped with Eureka Alphabetical Index.

## Eureka Alphabetical Index

FOR THE CATALOGUING AND READY LOCATION OF CYLINDER  
 PHONOGRAPH RECORDS OR DISC TALKING MACHINE RECORDS

The ordinary Index Card furnished with Record Cabinets provides merely for a list of the Records contained in the Cabinet.

It is frequently necessary to search through the entire list to locate a desired Record.

*The Eureka Alphabetical Index* locates any catalogued Record immediately and insures its return to proper place in Cabinet.

Bound, Imitation Sheep, 25c.

Black Leather, 35c.

Every owner of a Record Cabinet needs this index.

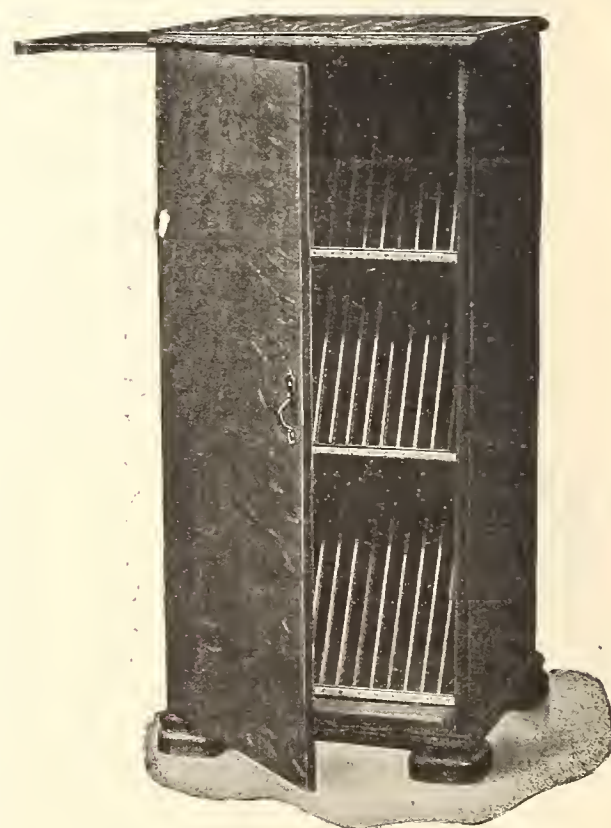
## Perfection Cylinder Record Trays

This tray is delivered flat, and folded when desired for use.

The saving in cost of shipping and space when not in use is at once apparent.

Made of heavy straw board, handsomely lithographed to represent quartered oak. Five sizes for 2, 3, 4, 5, 6 Records.

Samples and Prices furnished upon Application



Style 230. Capacity 225 Records  
 " 200. " 150 "  
 " 240. " 300 "



## TALKING MACHINE HAPPENINGS IN THE WEST

Wurlitzer in His New Quarters—Cable Company's Opening—Sympathy for Bacigalupi—Lyons in Aurora—Huseby Co. Remove—Some Losses in 'Frisco—Other Items.

(Special to The Talking Machine World.)

World Office, 195 Wabash Avenue,

Chicago, Ill., May 11, 1906.

The Rudolph Wurlitzer Co. are now in their new building at 266-268 Wabash avenue. The talking machine department is located on the first floor, where five convenient record rooms are being fitted up. The wholesale talking machine department occupies the spacious balconies. The automatic instrument department occupies the entire third floor.

The new talking machine department of the Cable Company, of which extended reference has already been made, will be opened for business some time during the week of May 14.

The Healy Music Co. are now in their new store at 298 Wabash avenue. As soon as the arrangements are completed, the talking machine department will occupy a large room in the rear of the first floor, with several record rooms in the basement.

At the office of the National Phonograph Co. reports are to the effect that the heavy rush of business experienced during the early months of the year is still in progress, and any immediate relief from the avalanche of orders seems out of the question.

The deepest sympathy is felt here for Peter Bacigalupi, the Edison representative on the Coast. His store in San Francisco was, of course, totally destroyed. The heat was so intense that when the vault was opened the books and papers were found to be nothing but ashes. For the present orders from the Coast are being filled from the Chicago office.

James I. Lyons, the large jobber of talking machines, records and supplies, of 194 East Van Buren street, has established a retail store at Aurora, Ill. He has bought out the talking machine, sheet music and small goods stock of Frank Braun, at 4 North Broadway, Aurora. Mr. Braun will continue the piano business, moving to another location. Mr. Lyons will occupy the entire store and basement salesroom as well, and will carry a complete line of machines and supplies. He also has a large retail store on Fifth avenue and one on Milwaukee avenue, Chicago. The Aurora store for the present at least will be in charge of W. F. Braun, brother of Frank Braun.

The Huseby Co., Milwaukee, large dealers in sporting goods and talking machines have moved their branch store from 134 to 316 Grand avenue. Their main store is at 464-466 Grove street.

The next meeting of the Central States Talking Machine Jobbers' Association will be held at Cleveland, Ohio, on May 23, at the Hollenden Hotel. Among the matters to be discussed, the new Victor contract will occupy a prominent place, it is understood. Messrs. Hawthorne, Sheble and Noyes, of the Hawthorne & Sheble Manufacturing Co., will be in attendance with a view of getting the co-operation of the jobbers in maintaining prices on their line of supplies.

President A. L. Irish, of the Talk-o-phone Co., was in Chicago last week on his way home from San Francisco, where he went to look after their interests, which were, to say the least, a bit disturbed by the quake and fire. They carried a stock in 'Frisco to supply the Coast trade, valued at \$19,000.

There wasn't any of it left that was noticeable when he got there, but the loss is fully covered by insurance, and the Talk-o-phone Co. were one of the few concerns suffering by the recent calamity which were covered by earthquake as well as fire insurance.

Mr. Irish made arrangements for establishing Coast headquarters at Oakland, and in the meantime their business is being handled from the store of the Southern California Music Co., of Los Angeles, their agents in that city. Mr. Brown, the Talk-o-phone's Coast representative had a thrilling escape. Mr. Brown, his mother and sister, escaped from their residence with only the clothes they had on their back, and

camped on a lumber pile for a couple of days, until Mr. Hart, of the Southern California Music Co., sent a man up on the train to take them to Los Angeles. Since the discontinuance of the Chicago office of the Talk-o-phone Co., J. H. Mitchell, who is in general charge of the company's sales, is spending about a week a month among the Chicago trade, but he expects that a Chicago office will be opened in the fall with a resident representative in charge.

Hillman's, the big State street department store, now has a new talking machine buyer in Mr. Moon, formerly with the Cash Buyers' Union. E. J. Tierney, the former buyer at Hillman's, resigned to open a fine cafe on Adams street, opposite the Fair.

A. J. Morrissey, who is city wholesale salesman for the Columbia Phonograph Co.'s Chicago office, is a remarkable hustler, and is a hand to create business for his company's product. The story goes that when Morrissey gets hold of a furniture dealer or a sporting goods dealer or any kind of dealer that he thinks ought to handle talking machines and doesn't, he can sing such a beautiful song of the profits to be derived from a graphophone department that the man is really not happy until he gives Morrissey a good initial order, and gets within the fold.

D. V. Bradley, of the International Record Co., Auburn, N. Y., was a Chicago visitor last week.

Lorin F. Leeds, of the Leeds & Catlin Co., spent a portion of last week in Chicago.

S. Yano, a Japanese talking machine dealer, of San Francisco, arrived in Chicago the other day. The clothes he had on and a few dollars represented all of the material goods that the quake had left him.

Mr. Yano went right direct from the train to E. C. Plume, who, when connected with the Columbia Co.'s interests on the Coast a few years ago, started Yano in business as a Columbia dealer. Yano carried a line of Japanese goods as well as gramophones, and valued the stock which was swept away at about \$5,000. The young man was looked after in good shape, and finally put on a train and sent to the Columbia headquarters in New York, where he expected to be "placed."

The Chicago office of the Columbia Phonograph Co. has recently opened a number of new sub-branches. A branch is now being opened at Des Moines, Iowa, in charge of Charles Moon, formerly with the Des Moines Specialty Co. In

Chicago the 63d street branch has been moved to 284 North avenue, and is in charge of O. H. Redax, as before. A new branch has also been opened at Elgin, Ill., in charge of J. L. Baker, and the neighboring city of Aurora also boasts a new Columbia branch.

## HOME RECORDING ATTACHMENT

For Disc Talking Machine Being Placed on the Market by the Land-o-Phone Co.

The Land-o-Phone Co., 288 Fifth avenue, New York, makes a very important announcement in this issue, in which they introduce a home recording attachment for disc talking machines. This device is made in different styles to fit all machines and no change is necessary in the machine, nor are there any extra horns, arms, etc., to buy. All that is necessary is to remove the soundbox, attach the recorder, and in its place put on a blank and go ahead. It's simple, isn't it? And what an improvement! This attachment is destined to boom the sale of disc machines because it supplies that which the users of disc machines have long desired—the ability to make their own records.

The Land-o-Phone Co. are also manufacturing blank disc records, 10½ inches in diameter, which can be used on both sides. This means two records for the small cost of a quarter, a good talking point, let alone the profit derived from their constant sale.

In a chat with one of the officers of the Land-o-Phone Co. he said: "We believe we have a good article, one which will be an immense value to the talking machine trade. The device is strongly covered by patents, and we are now prepared to send out a large staff of salesmen with samples to the trade throughout the country. All those interested will be assured not only of a call, but our best attention if they mail their name and address to our New York office."

The Land-o-Phone Co.'s plant is located in Brooklyn, and they are now working full force, full time, preparing stock to meet the demand that is certain to occur. Within the very near future it is not improbable several other specialties of an important nature will be announced by this concern.

Those gentlemen who are accused by their competitors of indulging in "hot air" will be interested to know that Prof. Nichols, the astronomer, made a delicate instrument some time ago to measure very faint heat waves. It is so sensitive to heat that it registers the warmth that emanates from a man's face 2,000 feet (or more than a third of a mile) away.

## TALKING MACHINE DEALERS!

Do you want your stock to be attractive and keep that bright, clean appearance that pleases customers and  
MAKES MONEY FOR YOU?

**"CLEAPOL"**  
**CHAMOIS SKIN**  
DOES THE TRICK.

Cleans and polishes all Metals, Glass, etc. Contains no acid or injurious ingredients. Does not scratch or damage in the least. Sold under positive guarantee. Send for sample and particulars. . . . .

**THE CLEAPOL COMPANY**

288 Springfield Ave.

NEWARK, N. J.





# THE LAND-O-PHONE

(PATENTED)

## WILL BOOM YOUR TRADE

The only Practical Home Recorder for all  
Disc Talking Machines ever  
placed on the market.

It will revive interest of thousands  
who have discontinued their use. Our  
salesmen are now preparing to cover the  
whole United States.

If you wish them to call on you send  
name and address.

List Price for Home Recorder,	\$10.00
Blank 10½ inch Records, =	.25
TO RECORD ON BOTH SIDES.	

Jobbers—Your attention is called to  
the fact that we shall appoint sole agents  
for each city in the United States.

The Home Recorder for the Victor  
Taper Arm Talking Machine is Now  
Ready.

WRITE FOR PARTICULARS.

### THE LAND-O-PHONE COMPANY, Inc.

Temporary Offices: 288 FIFTH AVENUE, NEW YORK CITY



## TIMELY TALKS ON TIMELY TOPICS.

With the marvelous improvements made in records, it is believed that the harsh, rasping voices so familiar to the vaudeville singers will shortly be eliminated altogether by record manufacturers. The perfection of sound reproduction of the present day represent natural tones so nearly that there is no room for the high-pitched, metallic, harsh, nasal notes of the shouters, which are totally devoid of music. It must be admitted that records of this caliber have a sale, but those familiar with the advancements made do not hesitate to say that the time for these crude records have gone by. The public are now becoming so accustomed to the better grade musical records in the average price goods that, while they may not be trained musicians, they are apt to agree with Hawthorne when he said: "Heaven be praised, I know nothing of the science of harmony, so that music, if it pleases me, pleases me simply as a nurse's tale."

Elsewhere appears a brief report of the decision handed down April 26 by Judge Townsend, United States Circuit Court, New York City, in re the Talk-o-phone Co. and Leeds & Catlin Co. In granting the preliminary injunction applied for by the Victor Talking Machine Co. in connection with the prior case in which the Berliner free-swinging stylus patent claims had been unanimously sustained by the final court, the judge said, among other interesting observations refusing the admission of the so-called new evidence, that the basic or fundamental principles in their broadest sense could not be impeached. A stay, however, was granted in relation to the enjoining order, so that the Court of Appeals should pass authoritatively on the scope of the foreign patents invoked by the defense, in connection with which there might be a reasonable doubt.

It is barely possible that every dealer does not realize the importance of having machines in perfect order before being sent out. The manufacturer ships the goods in shape, but this does not mean the best results follow if put in operation without further attention. The most delicately constructed watch is regulated by the jeweler before selling, and this is also true of the best made talking machines, which must be run and adjusted in the store previous to being placed in the hands of the buyer. The speaker should be carefully looked after, the sapphire carefully adjusted and other essential parts looked over. Jobbers knowing their business and having a retail trade, never neglect these details, and dealers make a serious mistake if they do not adopt the same methods. A number of men who have been employed about the factories and subsequently joined the ranks of the dealers are wise to these precautions, and in consequence their business has prospered because the owner of the machines has obtained the very best results from the records. A dealer who is careless, or ignorant—which is worse—of these suggestions is working against his best interests.

Shortage of stock is a serious drawback to the trade at present, and there seems to be no immediate relief in sight; in fact, considerable business has been irretrievably lost thereby, and at a time when it can be illy spared. Every record and machine manufacturer of any note is in the same unwelcome position, with each making desperate efforts to—not catch up, of course, for that seems impossible—satisfy their trade in some manner of fashion. Jobbers are helping each other out as best they can; but this method of doing business is far from satisfactory, and has given occasion for much caustic criticism all around. Voicing their predicament the National Phonograph Co., in announcing a new method of shipment to the dealers, make the following statement: "Despite our increased facilities, and the fact that we are turning out more records than ever before, it has been im-

possible to keep pace with the increased demand for Edison records. We are now over 2,500,000 records behind orders for current stock, and to enable us to catch up, as well as give better service to the trade, it has been decided, for the best interest of all concerned, to omit June list altogether, therefore, following May, the next new record list issued will be July list."

The entertainment of the Edison jobbers in July promises to be a memorable event from many points of view. F. K. Dolbeer, chairman of entertainment for the National Phonograph Co., the host, in speaking of the affair, said to The World: "The acceptances of our invitations are practically unanimous, and with the company officials and other guests, probably 250 will be participants. We have made no special provision for ladies, but should a few come they will be looked after and made welcome. Were many to put in an appearance, it would materially interfere with the programme, for while pleasure is an incidental of the occasion, considerable business is expected to be transacted, nevertheless."

"At the time," continued the courteous credit captain, "I have reason to believe a national association will be formed, not of one distinctive line, but an organization representative of the entire talking machine jobbing trade. The Central States and the Eastern jobbers have lined up, and the far West are getting together, as I ascertained when in Denver, Col., last month. The sectional associations can handle and dispose of matters with which they are familiar, knowing the governing conditions, while the national body would be a sort of appellate court for settling questions of import to the trade in all parts of the country. These associations are of vast benefit when properly conducted, and no one thing demands closer attention than that of credits. If the slow-pays and dead-beats can be eliminated the talking machine business will be in better shape and on a sounder basis."

"Dubbing," as the unauthorized and possibly illegal reduplication of records made by concerns originating the "masters," is termed, seems to be on the increase, especially with high-priced discs. Every effort is exerted to suppress the nefarious practice, but trading in these illegitimate goods continues to thrive, much to the loss of companies, who have and are still expend-

ing large sums of money in securing the best vocal, talking and operatic talent. It will be remembered that in 1904 Judge Lacombe, of the United States Circuit Court, Southern District of New York, in the case of the Victor Talking Machine Co., against the American Vitaphone Co., enjoined the defendants from reduplicating their "red seal" records, "when such records contain the shop or catalogue numbers of complainant's disc records, or when the sound recording grooves thereon are copies of the grooves on complainant's disc records." The eminent jurist may be sound on the "shop or catalogue number" specification, but regarding the employment of the same grooves, there is room for discussion; for the same number of "lines" per inch are used by different companies now, and against whom a charge of "dubbing" cannot lie.

Should the claims of R. S. Gibson, Philadelphia, Pa., be established, "dubbing" will be a thing of the past, if the record making system he says is being perfected turns out a success. Mr. Gibson asserts that the record manufacturer's name will appear in each line or groove, which "dubbing" alone will reduplicate, but the needle or reproducing point will pass over without a sound. Other wonderful properties are also attributed to the new record and for which the inventor avers he is responsible.

Nowadays it is not so much a question of price in ordering records as that of quality. The goods must talk for themselves in the matter of sales or the seller need not come around again.

A traveling salesman of experience relating his impressions, expressed himself in the following enthusiastic strain: "The West is the greatest talking machine country in the world. The way they absorb goods at the principal distributing points is wonderful. In Chicago, for example, two concerns sell at retail a thousand records daily of a popular song hit, and others proportionately. Every trip West serves to wake me up to the great future possibilities of the trade, and increases my reserve stock of enthusiasm."

In the early days of the trade, when etching was in vogue, at a demonstration given for a bunch of capitalists, when a subject was to be chosen for the record about to be made, a party present, known for his financial genius and smoothness, suggested "The Lord's Prayer." The "talker," though subjected to the acrid, choking fumes of the acid, is reported to have expe-

## J. W. JENKINS' SONS MUSIC CO.

KANSAS CITY, MO.



Largest Jobbers of  
Edison Phonographs,  
Victor Talking Machines,  
Records and Supplies in  
the West

Ask Anyone Who Knows



Send for our new catalogue of Machines, Records and Supplies. Our prices are the lowest and we have the most complete stock in the United States.

If you have not been buying through us, we should like to make your business acquaintance. Send us a trial order and you can be assured it will be filled complete and shipped promptly. We think you will like our way of doing business. We help to make your talking machine department a necessary and profitable part of your business by keeping in touch with you and advising you of new ideas that assist in promoting the sale of these goods.

HARWOOD "MELLOWTONE" NEEDLES are the best in the world for the soft, rich mellowtone. No attachments are necessary; any thumb screw will hold them. Try us for any other style of needle.

Are you selling the "JUNIOR TONE REGULATOR?" If not, you ought to. Sells on sight and a good profit to the dealer. The "JUNIOR" retails at \$1.00.

We sell Dealers' WIRE RECORD RACKS—Standard size, all kept continually in stock, sold at regular prices F. O. B. Kansas City, Mo., and not Syracuse, N. Y.

We will appreciate receiving your orders for anything in the talking machine line.

**J. W. JENKINS' SONS MUSIC COMPANY, Kansas City, Missouri**  
*Everything Pertaining to Talking Machines*



# DEALERS, ATTENTION!

# THE NEOPHONE

**DISC-PHONOGRAPH** (System Dr. Machaelis)

Patented in U. S. A., U. K., France, Germany, Austria, Russia, Italy, Canada, India, Australia, Etc.  
CAN BE SEEN RIGHT HERE IN NEW YORK

## FEATURES of THE NEOPHONE

Permanent sapphire Reproducer, doing away with the changing of needles.

Home Recording made possible on any disc machine.

20-inch records, lasting from 8 to 10 minutes, playing entire overtures, waltzes, etc.

PRICE COMPLETE,  
With 6 Blanks,  
\$12.50



NEOPHONE  
fitted with  
Home Recorder

## NEOPHONE HOME RECORDER

This device is the last step in making the Disc Machine the most popular type—with it records can be made at home on *any disc machine*—records of far greater volume and higher quality than is possible with cylinder machines.

## REPRONEO

Thousands of people have Disc Machines. They all want to play but they can't, because their machines have a Needle Sound Box, and Neophone Records can't be played with a Needle. Here comes in the Reproneo. Take off your Needle Sound Box and in its place fix a Reproneo; you can now use your machine for playing Neophone Records. **PRICE OF REPRONEO, \$5.00.**

**NEOPHONE B\_\_\_\_\_B'S\_\_\_\_\_**  
(BUSINESS) (BRINGERS)

Discs, 9 inch, Retail Prices, 20c. Discs, 20 inch, Retail Prices, \$2.50  
" 12 " " " 40c. Machines, - \$12.50 to \$100.00

*Investigate and you will at once be captivated with its wonderful possibilities. Come and see it.*

Up-to-date dealers are booking large orders the country over. Why not get in line and let us book a sample order for you?  
Dealers' discounts, catalogues, etc., will be mailed on application.

## FEATURES of THE NEOPHONE

Indestructible cardboard discs at the startling cost of 20c.

Any make of disc records can be played on the NEOPHONE and Neophone Records can be played on any disc machine.

ALL COMMUNICATIONS SHOULD BE ADDRESSED TO

**NEOPHONE, LIMITED,** AT THEIR TEMPORARY OFFICES,  
12 West 28th Street, New York City

Where Dealers are cordially invited to call and examine samples of the Neophone product.

TELEPHONE, 5187 MADISON SQUARE.

Head Offices: 1 Worship Street, LONDON, E. C.

PARIS

BRUSSELS

BERLIN

MILAN



rienced great difficulty in maintaining, under the trying circumstances, the reverent tone, he believed inseparable from a proper rendition of the revered invocation, but he managed to hold out to the end, and the results were long considered a model of clear enunciation, in view of the crude apparatus employed. The test, however, was sufficiently satisfactory to interest the gentlemen, who included some of the best known financiers of the present day, in the enterprise of developing what is now the great talking machine business of the world.

One of the well-known music lovers of New York who wanted to send an elaborate present to her father, who, while quite old, is most active, selected one of the largest and most complete Victor talking machines. "You see, I reasoned it out this way. All his life he has been passionately fond of the Italian opera and while he can't go to the opera out there in Portland, Oregon, I can in a way send the opera to him. I can think of nothing that would delight him more because those records are the most wonderful things I have ever dreamed of. I had no idea when first I decided to do this that they had reached such a degree of perfection and I confess I did not think of it as a musical instrument but more as a toy for grown up people if you will, but I assure you the reproductions are to me perfectly marvelous and I am happy in the idea of how much, how very much real musical joy he will derive."

This is only another of the very many musicians who give the Victor talking machine such endorsements. Another of equal value came from J. Armour Galloway, the husband and teacher of Anita Rio. Mr. and Mrs. Galloway are going to live in Berlin permanently and a short time since sold out all their household effects. A visiting musician, seeing a very large Victor, asked whether that was also for sale. "For sale!" exclaimed Mr. Galloway. "No, indeed. I find that the greatest assistance in my work. There is no way of demonstrating to a pupil correct tone production as to take him through some of the Melba or Caruso records. His ear grasps it more quickly than in any other way and there is no doubt about the purity of quality. It would be a great blessing if the teachers adopted it altogether as there is no question as to what could be accomplished by systematic use of it."

Even the great millionaires of the country are not immune against the talking machine fever, as is evinced by the number that have added them to the household effects. The latest purchaser is John W. Gates, who is now the proud possessor of a Columbia outfit costing him several hundred dollars. This consists of one of the finest of their disc machines, and a goodly equipment of their choicest records. Any one can now offer to bet Mr. Gates a million that he will secure more enjoyment out of new possession than he ever did out of any similar investment.

A circular embracing the above and one or two Phonograph Co.'s credit department. The committee was continued to complete the details.

## EASTERN TALKING MACHINE JOBBERS ASSOCIATION ORGANIZED

Several Meetings Held During the Month and Many Important Matters Passed Upon—Want Contracts Modified—Uniform Dates for Shipping—Credits Discussed—Meet May 17.

Following the preliminary meeting of New York jobbers, April 10, at the Blackman Talking Machine Co.'s place, mentioned in last month's issue of The World, the Eastern Talking Machine Jobbers' Association was formally organized on the 24th following, with the subjoined officers: President, W. D. Andrews, Syracuse, N. Y.; vice-president, J. Newcomb Blackman, New York; secretary, John P. Kelsey, Brooklyn, N. Y.; treasurer, S. B. Davega, New York. Trustees, the foregoing officers and S. B. Davega and C. V. Henkel, New York; H. L. Ellenberger, New Haven, Conn.; C. G. Andrews and E. F. Taft, Boston; Thomas D. Barnhill, of Peun Phonograph Co., Philadelphia. They are to hold office until August 1.

Concerning the much-criticized Victor contract, the following resolution was adopted:

"Resolved, That a committee of five Victor distributors be appointed to decide upon the objectionable feature in the new Victor contracts, and, if necessary, obtain legal advice. That a paper be drafted embodying their objections in said contracts, and submitted to every Victor distributor for signature. Further, that said protest be sent to the Victor Talking Machine Co., requesting that the contracts be modified as outlined by the Victor distributors as a body."

The committee having this in charge are: C. V. Henkel, Douglas Phonograph Co.; J. Newcomb Blackman, Blackman Talking Machine Co., of New York; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; W. E. Henry, Powers & Henry, and Theo. F. Bentel, Theodore F. Bentel Co., Pittsburg, Pa., with President Andrews, Syracuse, N. Y., ex-officio. At the meeting on May 8 this committee presented their recommendations, which they requested the Victor Co. to accept, as appended:

"We, therefore, request that you modify these proposed contract as follows:

"Distributors' Contract—Clause 12: That the same be entirely omitted; clause 13, that the words 'or otherwise' be omitted; clause 14, that the same be changed to read, 'In the event of any termination of this contract by reason of the breach of any of the conditions by the party accepting the contract; the Victor Talking Machine Co. may, if it so elects and can so establish, prove actual damages, and be entitled to recover same. Distributors' Agreement Acceptance—That in the seventh line of same the words 'In the hands of dealers and distributors' be omitted. New Clauses—That the distributor and dealer be extended the privilege of discontinuing or cancelling agreement under proper conditions and restrictions. That the price restrictions of horns, needles, etc., are understood to refer only to articles manufactured and sold to the distributor and dealer by the Victor Talking Machine Co."

A circular embracing the above and one of two other matters of minor importance, were embodied in a circular and sent to the Victor distributors throughout the country for approving

signatures. The committee were also authorized to demand of the Victor Co. a modification of the contract in the event of the pending request not being complied with. Should this not be granted, finally to protest.

Credits were taken up at both sessions of the association, the committee appointed by President Andrews being J. Newcomb Blackman, I. Davega, Jr., and C. V. Henkel, acting with the chair. The report was unanimously accepted, with a few amendments concerning discounts and net settlement dates, having previously been indorsed by F. K. Dolbeer, chief of the National Phonograph Co.'s credit department.

The committee was continued to complete the details.

The committee on constitution and by-laws—B. R. Barklow, Hamilton S. Gordon and A. H. Jacot—reported at the second meeting, as instructed, and so much was adopted as contributed to the progress and maintenance of the association, the remainder being referred back for further action, namely: The name, object, officers and annual dues—\$10, which Secretary Kelsey was instructed to include in his membership application blank.

One of the main objects of the organization was to obtain uniform dates for shipping receiving records from the National Phonograph Co., which were immediately conceded, and the following circular to Edison jobbers was sent out, as follows:

To save our jobbers the expense of having new monthly records shipped by express, as well as to relieve us of our present congested condition; also to enable us to give better service to the trade on orders for current selections, it has been decided:

1st. To drop the June list of new records entirely. 2d. That, beginning with the July list, all first orders for new monthly records will be shipped to jobbers by freight, each jobbers' order going forward as soon as it can be gotten ready, but the records not to be placed on sale, or leave the jobber's store or possession, before date specified and authorized below.

3d. Beginning with July list, new monthly records must not be put on sale, either at wholesale or retail, until 8 a. m., on the 27th of the month preceding the month under which they are listed. That is, the July records cannot go on sale or leave the jobber's store or possession until June 27, August record on July 27, and so on. When the 27th falls on Sunday, the records are not to go on sale until same hour the day following.

4th. In making shipments by freight, we will get them off in ample time to be delivered ahead of the date on which the records are to go on sale, all things being favorable; but should any delay occur in transit or on the part of the transportation companies of carriers, we will not be held in any way responsible or liable.

5th. Samples of new monthly records will continue to be sent out at same time as though the June list was not being dropped, and first orders must be sent us at the same time as heretofore; that is, samples of July records will be shipped about May 1, samples of August records about June 1, etc., and first orders for July records must be mailed us not later than May 10, first orders for August records not later than June 10, etc.

6th. Any jobber selling or offering for sale, or in any way disposing of new records in advance of the date and time specified, forfeits his right to the privilege other jobbers receive, and thereafter his orders for advance records will not be shipped until after the date on which they are put on sale by other jobbers.

7th. The foregoing conditions are hereby made part of the Conditions of Sale forming part of the jobbers' agreement, and any breach thereof will be subject to the penalties provided for in said agreement.

C. H. WILSON,  
General Manager of Sales.

The ten New York jobbers originally signing a letter to W. E. Gilmore, president of the National



## THE NEW JERSEY SHEET METAL CO.

Manufacturers of the Most Complete Line of

### FLOWER HORNS

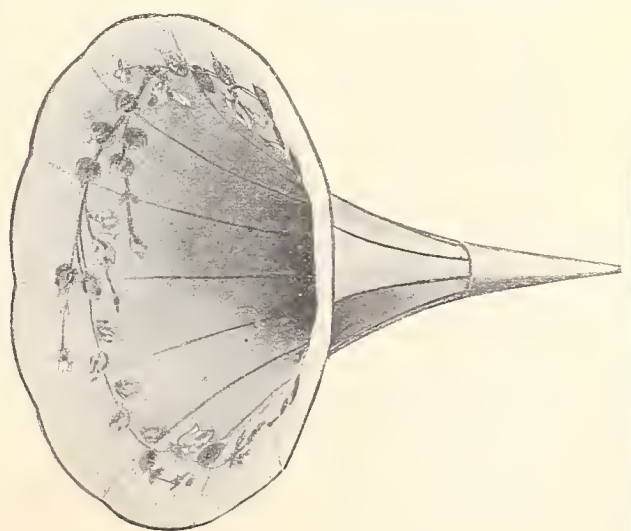
On the Market

THESE HORNS are made by competent workmen from the best material obtainable, carefully finished by special machinery for the purpose. Write for Catalogue and Price List.

FACTORY

Cor. So. Orange Ave.  
and Bruce St.

NEWARK, N. J.





Phonograph Co., requesting information regarding the attitude of the company in the injunction issued by Judge Hazel in connection with the New York Phonograph Co., be continued as a committee to make further inquiries in the name of the Association; but no report followed, though it was intimated the company pledged themselves to defend suits brought against jobber or dealer.

At the last meeting a resolution was adopted that the "Association act in unison as far as possible, with the Central States Talking Machine Jobbers' Association on credit rules, to insure harmony." The request of Secretary Whitsit that the Eastern Talking Machine Jobbers' Association have a representative present at the meeting in Columbus, Ohio, May 21, of the Central States Association resulted in the appointment of C. V. Henkel. The secretary was directed, on a rising vote, to address a letter to Peter Bacigalupi, San Francisco, expressing the Association's sympathy for his loss and suffering in connection with the earthquake horror. F. K. Dolbeer was unanimously elected an honorary member of the Association. This timely action was suggested by Victor H. Rapke.

Those present when the association organized at the store of the Bettini Phonograph Co., April 24, were: W. M. Davis, of Forsyth & Davis, Kingston, N. Y.; Hamilton S. Gordon, John W. Blackman, of John F. Blackman & Sons; A. H. Jacot, of the Jacot Music Box Co.; Adolph Weiss, S. B. Davega and Lippman Kaiser, of S. B. Davega; I. Davega, Jr., Victor H. Rapke, Benjamin Switky, C. V. Henkel and A. P. Petit, of the Douglas Phonograph Co.; J. Newcomb Blackman, R. B. Caldwell, of the Blackman Talking Machine Co.; Fred G. Loeffler and B. R. Barklow, of the Bettini Phonograph Co., New York City; Theodore F. Bentel, of Theodore F. Bentel Co., and W. E. Henry, of Powers & Henry, Pittsburg, Pa.; H. L. Ellenberger, of Pardee & Ellenberger Co., New Haven, Conn.; W. D. Andrews, Syracuse, N. Y.; W. D. Andrews, of the Boston Cycle & Sundry Co., Boston, Mass.; John P. Kelsey, with A. D. Matthews' Sons, and R. H. Morris, of the American Talking Machine Co., Brooklyn, N. Y.; Adolph Weiss, of the Western Talking Machine Co., Philadelphia; A. William Toennies, of Eclipse

Phonograph Co., Hoboken; James K. O'Dea, Paterson, N. J.

At the second meeting held in the Douglas Phonograph Co.'s establishment, May 8, when J. Newcomb Blackman presided, the following were present: Hamilton S. Gordon, A. H. Jacot, of the Jacot Music Box Co.; Alfred Weiss, S. B. Davega, I. Davega, Jr., Victor H. Rapke, Benjamin Switky, C. V. Henkel, John Kaiser and A. P. Petit, of the Douglas Phonograph Co.; J. Newcomb Blackman and R. B. Caldwell, of the Blackman Talking Machine Co.; Fred G. Loeffler and B. R. Barklow, of the Bettini Phonograph Co.; N. Goldfinger, with Siegel, Cooper & Co., New York City; John P. Kelsey, with A. D. Matthews' Sons, Brooklyn, N. Y.; James K. O'Dea, Paterson and Passaic, N. J.; A. William Toennies, of the Eclipse Phonograph Co., Jersey City, N. J.; Charles A. Hausmann, Newark, N. J.

The next meeting will be held at the warehouses of S. B. Davega, 32 East 14th street, New York, Thursday, May 17, at 8 p. m. The attendance is expected to be greatly augmented by prominent firms in the Eastern territory, as it is clear the association has accomplished much practical work in the brief time it has been in existence.

### TALKERS AS TRAIN ANNOUNCERS.

Pennsylvania Railroad to Call Out Trains by Means of the Talking Machine.

Judging from a dispatch from Pittsburg on May 11, the old idea of Thomas A. Edison is to be put into practice by the Pennsylvania Railroad, which has decided to abolish the picturesque train announcer. Instead, the announcements will be made by phonographs, which, it is hoped, will enunciate more distinctly and will incidentally save the company several thousand dollars a year in salaries.

The phonographs will be worked by an electric switch from the train dispatcher's office, and they will also call out the change in running time, changes of schedule, and all other announcements.

Records are now being made at the Union

Depot, and the new system will be installed within a month.

### NEOPHONE DIRECTOR RETURNS.

A. W. Cameron, managing director of the Neophone Limited, London, Eng., who has been paying America a visit for the purpose of looking over the trade situation, left New York last week for home. During his visit here Mr. Cameron succeeded in interesting some very prominent talking machine people in the product which the Neophone Co. manufacture, and later on he will have some important announcements to make concerning the future of the Neophone in America.

### BLACKMAN'S NEEDLE STOCK.

The Blackman Talking Machine Co., 97 Chambers street, New York City, is putting out two styles of needles under trade-mark names, as per their advertisement in this issue. They claim that their "Playrite" needle is as good a needle as money will buy, or, in any event, will give as good results as any needle now on the market. They say "The name tells what they do." The "Melotone" needle is to fill a demand where records are too loud, or for any reason, a softer reproduction is preferred. One of the special features of the "Melotone" needle is that it requires no special attachment to use it on any disc sound box. There is such a large variety of needles on the market that it is even more important to determine the best quality, and as they offer samples they are evidently satisfied with the result that a test will bring.

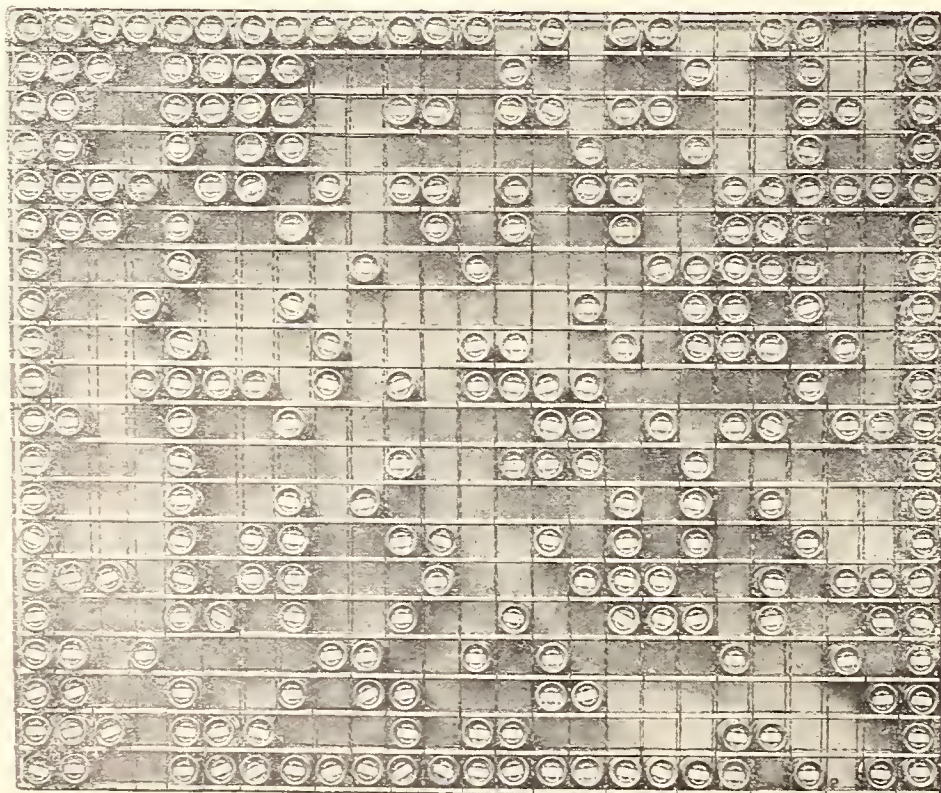
### MEN THAT BEAR WATCHING.

E. A. Hawthorne, president of the Hawthorne & Sheble Manufacturing Co., and general manager of the American Record Co., and Horace Sheble, vice-president and treasurer of the Hawthorne & Sheble Manufacturing Co., were seen in New York together recently, and rumor has it that they have secured one of the largest orders ever placed for export shipment.

Success carries a penalty as well as a reward. To keep in the lead means constant improvement

## ANOTHER PROBLEM SOLVED IN RECORD RACKS

The New Number is 321—Its Characteristic Feature is "The Flat Band"



**T**HE INVENTOR may devise an almost perfect system of one sort or another—the use of his invention may save time, labor, expense, wear and tear and actual space—but, some fellow will kick and the "kick" will cause improvement. "The Heise System" is ahead of the kick, always.

This explains the coming into being of the No. 321. It resembles the No. 123 Cylinder Record Rack, but has a flat wire band running across face instead of a round wire.

This adds slightly to height and width—but, it adds to convenience, too. You can now stick the number of the record on the flat band just below opening. When out of a number the number on band shows shortage—helps keep stock. If records are in reserve you can tell at a glance where numbers are needed. "Improvement" caused our Wire Record Racks to become popular; added improvements add popularity.

Get a Catalogue of the Complete Line

# SYRACUSE WIRE WORKS, Syracuse, N.Y.



## TRADE NOTES FROM ST. LOUIS.

Business Somewhat Uneven—Grand Opera Recitals a Great Success—Fuhri's Southern Trip—Western Talking Machine Co. Incorporated—Handsome New Quarters for the Talking Machine Co.—Other Items.

(Special to the Talking Machine World.)

St. Louis, Mo., April 28, 1906.

While there are some very favorable reports on the talking machine trade for this month, there are also some that state the month has been quiet.

D. S. Ramsdell, vice-president and general manager of the St. Louis Talking Machine Co., states that their recent grand opera recitals were quite a success, and that they resulted in the sale of a number of high-class machines and records. He reports a better demand for the high priced machines than ever before. Mr. Ramsdell leaves in a few days for a trip to Philadelphia and Camden, N. J. This concern will soon alter its store, and put in four private record exhibit rooms.

J. Frank Mahret, sales manager for this concern, is out again after a seven weeks' confinement on account of sickness.

W. C. Fuhri, manager of the Columbia Phonograph Co. here, and its Western and Southern branches, returned on Friday, April 27, from a trip to New Orleans and Memphis. He states that they have just moved into their new store in Memphis, and that they have an excellent location. Mr. Fuhri reports trade very good throughout his territory.

T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., states that they expect to have the new automatic feed disc machines of the Talkophone Co. in stock in a few days, and he is looking for a large trade on them.

The Western Talking Machine Co. has been incorporated for \$9,000, full paid. Incorporators: E. L. Garvin, 50 shares; Henry Hamilton, 39 shares; Charles R. Hamilton, 1 share. This concern has just moved into handsome new quarters at 1110 Olive street, where they occupy the first floor and basement. They have three rooms on the first floor, one being used for the Edison, one for the Victor and disc machines, and one for shipping purposes. M. Neuman is the manager. He reports business as being fair.

The Talking Machine Co., M. Silverstone, manager, will move into their handsome new quarters at 1010 Olive street, about May 30. The new store will be entirely redecorated, and arranged in a very attractive manner, including three private record rooms. Mrs. Myron Goldbery, connected with this company, has just recently returned from a three weeks' trip to New York and other Eastern points.

The Koerber-Brenner Music Co., Manager E. B. Walthall, of the talking machine department, of the O. K. Houck Piano Co., and the Val A. Reis Music Co., all report a fair trade on talking machines.

M. G. Kreusch, representing the National Phonograph Co., was a recent visitor here.

## A TELEPHONE REPEATER.

San Francisco Inventor Says He Has Method of Telephoning to New York.

(Special to The Talking Machine World.)

San Francisco, May 9, 1906.

David C. St. Charles, an engineer of this city, has invented a repeater, which will make it possible, he claims, to telephone from here to New York. What the so-called "repeater" has done for telegraphy, St. Charles' invention is intended to do for the telephone. The combining of the echo in nature with the sounding-board of a violin furnished the clue to the discovery, according to a statement of the inventor. The superintendent of the local telephone company says that the invention is a success.

Albert Stevens, representing the Beka Record Co., Berlin, Germany, who has been here for several months on special business, sailed for Europe the latter part of April.

## "TALKER" IN ODD SUIT.

Record Plays Leading Role in Breach of Promise Suit—Interesting Disclosures.

One of the oddest suits for a breach of promise of marriage which has come up in the courts for some time is that instituted by Miss Blanche Cowman, of East Liverpool, O., against a former talking machines salesman in Baltimore. The case, if ever permitted to go in hearing, will be one of the oddest ever heard, for the girl claims that she has in her possession a phonograph record reproducing this man's spoken words, and that through it he asked her to be his wife and that she accepted his offer in writing, told him that she loved him, and then, instead of receiving a reply filled with the joyful ecstasies of the accepted lover, she received a cautiously worded request that she send the phonograph record back to him; and later, after she had refused to part with the record, and thus deprive herself of the pleasure and joy of hearing his proposal once, twice or thrice each day, she received another letter from him, in which he declared that he was not engaged to her, did not love her, never had proposed to her, and, worse than all, that he loved another girl.

After that, according to Miss Cowman, even the consolation of hearing his soft, passion filled voice breathe the words of love to her through the horn of the phonograph failed to comfort her, and, although she kept the record, she was so filled with anguish and chagrin that she felt herself damaged to the extent of \$25,000. The phonograph record containing the proposal is almost warm enough to melt the wax, and the wonder is that it ever survived the ordeal. Only a few months before this famous declaration was made Miss Cowman became acquainted with the Baltimore Romeo who called at her home and sold her a talking machine. This was the beginning of an interested friendship. Frequently he had sent her new records, some of them as gifts. So when she received a new record from him she supposed it was something interesting, and placing it in the phonograph she started the instrument and stood staring and trembling while she heard the passionate proposal, spoken with all the fervor of a man much in love, and, in addition, by one who had dictated and orated for phonographs many times. These, in brief, are the facts set up by Miss Cowman in her claim for damages.

His side of the story adds interest to the case, as well as mystery. He declares, in the first place, that he will seek an injunction restraining Miss Cowman or her attorney from using the phonograph record and immediately institute a replevin case to regain possession of the record. He claims that he did speak the proposal into the machine. He claims, however, that there is another girl in the case, whose name also is Blanche, but whose identity he refuses to reveal, fearing that her name will be brought into publicity in connection with the case. He vows that he will protect her name at all hazards, unless she gives her consent; and that he cannot ask her to do so until she has promised to marry him. Also, he fears she may refuse him if she hears the circumstances connected with the phonograph proposal.

"The girl I love," said our friend from Baltimore, "lives in Havre de Grace, Md., and her name is Blanche. In filling an order for records from Miss Cowman," says our friend from Baltimore, "I must have mixed up the records, for the girl at Havre de Grace received a rag time solo and a note asking her to listen to it in private, and Miss Cowman received the proposal, which was not meant for her."

Despite this explanation, Miss Cowman's attorney declares the suit will be pushed, and that the claim will not be dropped until the other "Blanche" is produced.

L. R. Porter, of Brockton, Mass., has leased handsome quarters at 34 High street, and opened up recently a full line of Edison phonographs and Victor talking machines. He is also handling a full line of records.

## Send us your hurry orders

We'll show you what a jobber ought to do for his trade; how promptly he should ship his orders.

Every order we get is a rush order on our part—we ship all goods the same day the order reaches us. It takes a large and complete stock to do this, but we are always equal to the task. Whatever's new and best in accessories, such as trumpet horns, English needles, fibre cases and other specialties, you're sure to find here in addition to a full line of Victor talking machines and records.

This quick service doesn't cost you any more than you pay ordinarily, but it is worth a good deal to you. It gives you a decided advantage over neighboring dealers who are slower in filling orders and must necessarily keep customers waiting. It puts you in a better light with your customers and holds to mark you as the leading dealer in your locality.

Give us your next rush order and let us drive our case. See how quickly you get your goods; and remember that this quick service is given not once or twice, but always.

Write to day for a copy of our latest catalogue.

**The Victor Distributing and Export Company**

77 Chambers Street

New York







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Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, MAY 15, 1906.

SINCE the appearance of the last World the country has been called upon to mourn a catastrophe in one of its leading cities. The beautiful city of San Francisco has been stricken so suddenly, and to such a degree as to cause descriptive words to seem inexpressive. It has been estimated that the property loss will approximate three hundred million, which far exceeds the loss sustained by Chicago in the great fire in 1871. Help for present needs has been promptly extended, and one need only glance backward at the experience of other stricken cities to learn how quickly Americans rush to the succor of their fellow-citizens.

Immediately after the conflagration the machinery for the collection of funds, and the purchase and distribution of supplies was set in motion, and aid from all over the Union has been cheerfully extended. The rehabilitation of the city has commenced in a systematic manner, and the spirit of '49 lives in the hearts of those descendants of the early pioneers.

ALMOST as we write the country has recovered its financial equilibrium in the capital centers, but there is another side to the question, more of a personal side, as the financial resources of many concerns will be seriously impaired.

To counterbalance this it is but reasonable to suppose that trade in nearly all branches will be greatly stimulated. Like all calamities there is a bright side, and it comes in this instance when we witness the out-pouring of treasure for the stricken ones across the continent.

The San Francisco disaster will result in an unusual demand upon the productive powers of the country, for materials and goods to take the place of those destroyed, and which are needed for the rebuilding of the city. The financial interests will be well taken care of, because the great money forces of the country are united in standing by to see a new San Francisco rebuilt.

THE talking machine industry, like others, of course, naturally suffered keenly; in fact, the establishments of the great leaders of

the talking machine trade were entirely cleaned out. But the great houses like Sherman, Clay & Co., Peter Bacigalupi, Kohler & Chase, Eilers Music House, Clark, Wise & Co., and many others do not spend much time in brooding over their loss. Many of them have already opened temporary quarters in San Francisco, and others just across the bay, where they propose to prosecute trade with unrelenting vigor. That is the kind of enterprise which we admire, because it represents that spirit which has made the desert blossom with the rose of enterprise—it is of that unconquering kind which will rebuild San Francisco and make it bigger and better than ever before.

SAN FRANCISCO was one of the best cities for the distribution of talking machines in the land. The annual sales of single houses have amounted to upward of a half-million dollars, and one of the heads of the oldest concerns which was engaged in the sale of talking machines remarked to The World just before the fire that the sales of his talking machines had amounted to more in the past six months than his sheet music department had sold in six years.

The World representative said in a recent communication that one of the peculiar sights during the conflagration which followed the earthquake was to see the great number of people carrying talking machines with them in the streets when they were frightened out of their homes. He stated that he had no idea so many talking machines existed in San Francisco or that the people cared so much for them, that even in their haste they would still take with them a talking machine as one of the most dearly prized home accessories.

SOME of the large orders which had recently been placed East for the shipment of talking machines were, of course, canceled immediately after the fire. We may add, however, that telegrams have since been received requesting that the shipments be made as early as possible.

One well-known dealer remarked to The World that all the talking machines were burned up, so that when San Francisco was rebuilt there would be an opportunity to do a vast amount of selling again.

This instance shows how philosophically the talking machine men view the situation in far-away California. It takes more than a combination of an earthquake and a fire to completely upset their plans, because they are going at the rebuilding process with a determination to rebuild their business enterprises which were so sadly shattered by forces beyond the control of man.

THERE will be an important trade gathering in this city next month when the Edison jobbers meet at the invitation of the directors of the National Phonograph Co. to enjoy a week's outing in New York.

It is suggested that at that time the talking machine men will form a national organization for the purpose of forwarding the interests of the trade in a consistent manner.

The talking machine people are strong numerically in this country, and there is no doubt through an organization much good could be accomplished, provided no radical measures were introduced or their enforcement attempted. The moment an organization tries to establish rules which interfere in the slightest with the conduct of the business of individual members, then trouble begins. It has proved so in countless in-

stances, and it will prove so in this industry if attempted.

TRADE organizations promote good-fellowship and are helpful in a general way to mercantile interests. But they have to be handled with exceeding care. The talking machine industry is not one which needs radical reformation. Retail prices are fixed by the manufacturer, and in this way trade is strengthened, and respect for the business is engendered not only in the minds of purchasers, but men themselves have a greater respect for the business which is conducted on up-to-date lines than if the methods adopted are loose and slipshod. There is nothing which makes for business success so strong as correct business rules.

FROM present indications it would seem as if the trade in this country was going to maintain a surprisingly lively condition during the summer months. We have received letters from hundreds of men, actively engaged in the retail department of the industry who do not hesitate to say to The World that they expect to do a good business straight through the summer.

That is the kind of business spirit which materially assists in making a success of any enterprise. There should be really no dull seasons in this trade. In the summer it requires, of course, a greater emphasis placed upon the selling end in order to secure results, particularly when the people seek outdoor pleasures during the heated term.

THERE are, however, countless ways in which the entertaining powers of the talking machine may be used during the summer. In the parks, on yachts and verandas it can always be in evidence as a clever entertainer, and if these points are fairly and persistently presented, good results can be obtained. It needs more hustle to win business when there is a natural relaxing of the bodily vigor than when the weather is less enervating, but from our viewpoint the summer of 1906 is going to be an exceedingly lively one.

THUS far there has been but comparatively little slowing up of orders, and the manufacturers are still endeavoring to solve a very serious problem which confronts them in the way of supplying the demand which is steadily being made upon their productive facilities.

A number of representative dealers have expressed to The World their satisfaction at the successful working of the price agreement.

There has been a considerable change of feeling in this respect since the last issue of this publication, for a number look upon some of the new moves as something which tend toward coercion. Some of these men, however, have refused their views of the situation.

Price agreement invariably works for the good of regular merchandising. It does away with the vast amount of price cutting and slashing which lead up to greater trade evils. The courts have decided that a manufacturer of any patented article may be afforded legal protection in so far as the price maintenance is concerned.

A GLANCE at the Patent Department of The World will show how actively indefatigable minds are engaged in planning betterments for talking machines and accessories. Our special reports from Washington indicate that there is much life in this particular field of human endeavor.



## THE "TALKER" AS AN EDUCATOR.

The Influence It Has Had in Stimulating Musical Taste Throughout the World—Has Made American Music as Popular in London as in New York—The Records of Famous Artists Have Been as Valuable to Them as a Press Agent.

How much influence the talking machine has had upon the musical taste of the day it is very difficult to say, but it is certain that it has wonderfully aided in popularizing songs internationally. Perhaps it has popularized American music and songs more than that of any other nation up to the present, owing to the fact that the greatest number of records have in past come from the States, says a writer in The Talking Machine News, of London. To go back no further than five years, how many American songs one can recall that have had as big a vogue here as in their native land, a popularity largely owing to the influence of the talking machine. "Good-Bye, Dolly Gray," "The Honeysuckle and the Bee," "Hiawatha," "Blue Bell," and "Hot Time in the Old Town To-night" are only a few of them. On the other hand, English compositions, such as "Ta Ra Ra Boom de Ay," "The Man Who Broke the Bank at Monte Carlo," the "Dude's March," and Albert Chevalier's coster songs, have attained a wide celebrity in America. There, again, the talking machine was an important factor.

Sousa's marches have become familiar to hundreds of thousands in all parts of the globe who, without the talking machine, might never have heard of them. American coon songs and cakewalks would never have attained the vogue they did in St. Petersburg and Vladivostok but for the influence of the talking machine. "La Maitchiche," which has taken Paris by storm, and which is known in this country under that name, also as "Sorella" and "Monte Carlo," would never have become so popular to the great mass of the British public but for the fact that records of its strains are being sold by thousands. The newsboys of London and New York whistle the same tunes, whether they are "Navajo," "My Irish Molly O!" "Bedelia," or "In the Shade of the Old Apple Tree," because the talker has made them known on both sides of the ocean. How many of the great mass of the British public would hear the famous Garde Republicaine Band if it were not for their records on cylinders and discs? and how many of their brothers on the continent could enjoy the wonderful execution and precision of the Coldstreams, Scots Guards, Black Dyke, and Besses o' th' Barn Bands but through the same means?

Another interesting thought is the widespread reputation the artistes obtain through the distribution of records. It is said that to some extent, at least, Caruso's favorable reception in Germany was influenced by the splendid records of his voice which had been distributed in that country. Be that as it may, Englishmen to-day are enjoying in their own homes the singing of Russian, German, Italian, French and American artistes whom they never expect to see or hear in the flesh, but whom they have learned to

know and admire through their records. If George Alexander or Henry Burr or J. W. Myers were to advertise a concert in the Albert Hall next month, nine-tenths of their audience would be talking machine users. Similarly, W. G. Webber would be no stranger to an American audience, and the Italian artistes who sing as if they were in the angelic choirs are listened to with breathless admiration in South America, Australia, and the ends of the earth. This is an instance of the talking machine's powers as a civilizer.

## MORE VICTOR BUILDINGS.

To be Devoted to Offices and Laboratories—An Addition to Factory Also Under Way.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 6, 1906.

Ballinger & Perrot, architects and engineers, have completed drawings and specifications, and invited estimates for a very complete office building and laboratory to be erected at the northwest corner of Front and Cooper streets, Camden, N. J., for the Victor Talking Machine Co.

The building will have a frontage of 89 feet on Cooper street and 100 feet on Front street, and will be four stories in height, with provision for two additional stores in the future. It will be fireproof throughout, having the walls, columns, floors and roofs of reinforced concrete construction, and slag roof covering. Wall columns will be used in the exterior wall construction, with triple windows in between, giving the largest amount of light obtainable. There will be provision for a combined freight and passenger elevator.

They also have completed drawings and specifications, and invited estimates, due May 1, for an addition to the manufactory building of the same company on Front street, south of Cooper street. The addition will include an entire fifth story for the existing building, 78 by 170 feet, with walls of brick, floor of steel I beams and planking, and roof of wood construction with slag covering.

## WON WITHOUT ARGUMENT.

How a Talking Machine Figured in a Law Suit "Between Friends."

There are many stories constantly cropping up concerning talking machines and recently they have figured prominently in some lawsuits. Here is a late story:

Professionally, Doctor Doem and Doctor Quick were rivals; personally, they were the best of friends, until Doctor Quick acquired a large-voiced Newfoundland dog which had the habit of singing to the moon. Doctor Quick was fond of the dog and Doctor Doem was not. Swiftly a chasm widened between them, into which fell the neighboring families—for the two doctors dwelt beside each other. At last the offended Doem haled Quick and his dog into court on a charge of maintaining and being a nuisance, and two legal brothers undertook to thresh the

matter out before the court.

"How much noise does the dog make?" was the incessant question each asked of the witnesses.

"As much as a steam whistle," said the witnesses for the complainant.

"No more than a singing canary," asserted those for the defendant.

"He would wake the dead," said one.

"He wouldn't disturb a sleeping baby," said the other. The amount of noise seemed to depend upon one's nearness to the dog, ability to sleep through a Fourth of July celebration, and friendliness to one or the other of the doctors.

On the second day of the hearing, however, the lawyer for Doctor Doem came into court bearing a bulky burden, which he deposited upon a table, and unwrapping, disclosed a phonograph and an enormous megaphone.

"May it please the court," he said, "I have here the voice of the dog in question. To settle the dispute as to the quality of his tone, I have caught and fixed it upon a cylinder which will now reproduce it for the pleasure of the court."

"I object!" shouted the lawyer for the defense. "May it please your honor, there is nothing to show this is the voice of my client's dog, nothing to show that this machine is not adapted for magnifying many fold the voice which it contains. In short, this may well be a trick to deceive the jury into rendering a verdict adverse to my client."

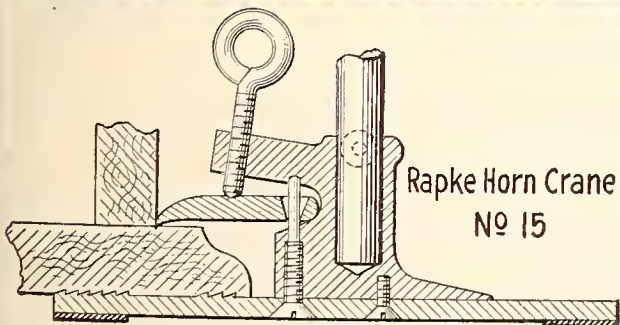
Long and excitedly the two lawyers argued the point, and at last the judge ruled out the evidence. The lawyer who had brought it, and who had, during the argument, attached the big megaphone to the machine, called a porter and handed them to him. The porter started away with the burden, but as he did so the hand of the lawyer "inadvertently" touched a spring. Instantly the cylinder began to whirl, and before the porter could get away or the bailiff could interfere the voice of the dog came forth—pleadingly, waxing louder, dying away, now legato, now staccato, now low and mournful, now coming in short, decisive yelps. The bailiff flew across the room to stop the turmoil, but just as the porter reached the door the voice of the defendant, Doctor Quick, himself, came out of the megaphone, vainly mingling with the howl of the dog:

"There, there, Rover, that's a good dog. Keep still now, Rover, there's a nice dog."

"I submit my case without argument," said the attorney for the complainant when the porter had gone, and the jury brought in a verdict which made Dr. Doem toss up his hat with glee.

## URGENT CALL FOR GOODS.

That the call for goods is urgent may be judged from the fact that jobbers are wiring in for quick shipments to the manufacturers. The shortage on machines and records is astonishing, and it now looks as if business will continue active through the summer.



Rapke Horn Crane  
No 15

one half actual size

Retail Price, \$1.50 Dealers' Price, \$1.00

**VICTOR H. RAPKE, Manufacturer, 1661 Second Ave., N. Y.**

Rapke is now manufacturing labels for Edison, Columbia and Victor Records.  
Ask your jobber for particulars.

## Rapke Horn Crane No. 15

Universally recognized as the "leader" in horn supports. Simplest and best ever produced. Will support any horn up to and including 36 inches. Handsome nickel finish throughout. Fits into small space.

**Order Through  
Your Jobber**



**RAPKE HORN  
CRANE No 15**

PATENTS PENDING.



## Home of the International Record Company



We show here a photograph of our Office and Main Factory, as evidence of our ability to properly care for all business that may come to us.

We have been building up slowly and steadily for the past five years and now we have a strong, healthy business, not due to extensive advertising but to the constantly improving quality of our records which, as it were, speak for themselves.

That our sales were greater in April than any month previous is proof positive that **Our Records are meeting with better and better favor.**

We now want an enterprising jobber in every city in the United States to handle our records and push them.

We have the goods and our price is right.

We know, and you know, that the profits can be very large.

**Do not wait. Seize this opportunity while it is before you, and write to-day.** We carry a large and complete stock and can fill orders on short notice **absolutely complete.**

### Our Exclusive Specials for June

Len Spencer and Geo. Watson, with orchestra accompaniment. **On the Pier at Dreamland**, Baritone Solo by Dan W. Quinn, with orchestra accompaniment. **The Happy German Twins**, Vaudeville Sketch, by Dan W. Quinn, with orchestra accompaniment. **Coming Home from Coney Island**, Baritone Solo by Dan W. Quinn, with orchestra accompaniment. **Free Lance March**, (Sousa) Peluso's Band. **Flannigan's Night Off**, Vaudeville Sketch by Spencer & Jones.

**INTERNATIONAL RECORD CO. AUBURN NEW YORK**





(Special to The Talking Machine World.)

London, Eng., May 5, 1906.

At last a complete grand opera, "Il Trovatore," has made its appearance, and the Gramophone Co. are destined to have a tremendous demand for this opera, which consists of fifteen ten-inch and five twelve and one-half inch records, with a descriptive booklet of the opera. The entire opera, with descriptive booklet in the form of a libretto, sells over here for \$30, but if certain artists, somewhat more famous, are selected for the leading solos the opera costs about \$40. As might have been expected, there is a vast difference between listening to single numbers as detached songs and in going through a whole act of an opera in proper sequence, plus the immense importance of added chorus and orchestra. In the capacity of operatic impresario the Gramophone Co. have exercised good judgment in making "cuts," thus compressing the main features of the opera within dimensions most likely to be appreciated by users of the records in a perfectly artistic manner. When it is remembered that the records have been taken at Milan, where the company have had the advantage of the artists, orchestra and chorus of La Scala, it will be sufficient guarantee that no better performance could have been obtained of the concerted numbers.

The first act is given on four records, and opens with the "Abbieta Zingari" sung by De Luna (a baritone of that name, who must not be confounded with the character in the opera) and chorus. The vigorous enunciation and well-marked rhythm of this number arrest the ear at

once, and the entry of the chorus at the close is most effective. With the second record comes the concerted number between Ferrando and chorus, the admirable singing of the latter no less than the soloist being very impressive, the interest being further enhanced by the notes of the midnight bell and a fine climax. And now we are wafted away as if by magic to the Garden of Leonora, and are listening to the pure soprano voice of Lucia Crestani in "Tacea la notte placida," soon to be followed by the rushing finale, "Di geloso amor sprezzato."

Act II. opens with the famous Anvil Chorus, remarkably well done by both singers and orchestra, says "Music"; then follows "Stride la vampa" by Lina Mileri, and an exceptionally impressive and dramatic rendering of "Condotta el' era in ceppi" by the same artiste, and so one after another the famous airs which have made "Il Trovatore" what it is are heard. We hear the delightful "Il Balen," the rolling Soldiers' Chorus, "Di quella pira," until, before we realize it, we have reached the last act and are listening to the famous "Miserere," the gem of the whole work. Here the interest of the opera reaches its height, and we cannot pass the two fine duets, "Mira d'acerbe" and "Vivra contende," without commenting on the magnificence of the recording. "Home to our Mountains" soon follows, and we reach the end of the first, but we hope not the last, opera to be heard upon the Gramophone, the production of which more than justifies the expectations based upon it.

A very attractive record list has just been published by the Neophone, Limited, the cover of which is a fac simile of their new embossed record labels. It contains many new selections and a large number of the old numbers have been made so as to bring the list up to the standard of the new improved Neophone discs, which are being highly praised. They are in every respect a marked advance over anything which they have placed on the market.

A. B. Cromelin and J. Van Allen Shields, of the Columbia Co., have left for New York by the "Amerika." They will remain there about two weeks for the purpose of visiting headquarters. Their entire trip will not last longer than a month.

The Phono Wheel & Accessories Agency, 6 Cheltenham Road, Manchester, have won a unique position in trade here as manufacturers of accessories for talking machines—that is, parts that are difficult to get. They control one of the largest collections and stocks of spare parts in this country. They are a concern of responsibility and standing, and I am sure that any of your dealers or jobbers in a pinch can secure from this house parts that are almost impossible to get from any other concern, whether in the States or elsewhere.

The Gramophone & Typewriter, Ltd., are having great success with the records made by Evan Williams, tenor, who has been living in the States for many

years, and who is now visiting this country. They are considered among the finest ever produced by this concern, not even excepting many of the grand opera records.

The British Phonograph Industries Co., which is composed of former employees of the Edison Bell Co., have failed, and their affairs are now before the courts. A receiver estimates the liabilities at about \$7,500, with assets of about \$5,000. The company never cut much of a figure, so the matter is not of great importance.

The Odeon Co. are having quite a run on their grand opera records, which are 13¼ inches in diameter, playing virtually five minutes. This concern is the sole agents for Great Britain for the Fonotopia records, which are having quite a run nowadays, particularly the records made by leading grand opera singers.

The English-speaking people, not only in the States, but in the British colonies, will find much to interest them in the latest list of records published by the Russell Hunting Co. The list is very complete, and one that should find a large and growing market. The Russell Hunting Co. are constantly improving their records and making their list more interesting and more complete.

The local branch of Pathé Freres, at 14-18 Lamb's Conduit street, have just published six beautiful violin records, which are played by Signor Milarini. They are remarkable numbers in every respect.

The Columbia Phonograph Co. are preparing to open a very handsome branch store in Manchester early this month and from their show rooms, 54 Market street, they will work up the trade throughout the Midlands. Business with the Columbia Co. locally is excellent.

The talking machine has made its appearance in the variety hall. A recent "turn" by an artist named Orpheus includes the playing of solos on a number of instruments, accompanied by the talking machine instead of the usual orchestra. During the opening numbers the instrument is hid behind the screen, and it is only at the close that the audience is let into the secret of the medium accompanying the artist. It is quite a successful feature, and the accompaniments are amazingly realistic. This is something to copy if it has not already been tried over your way.

## To Our Friends Across the Pond

Are you wanting any Wheels or Pinions? Do you ever have a job to get them? If so, send us a line of what you want. We are experts at the job, and can cut any size, shape or pitch. It won't cost you much and will pay you and save you dollars, and we are quick—that's another thing.

We are the biggest and most up to date wheel cutting firm this side and would like to do a bit for you. Send right away at once to

## The Phono Wheel Agency

6 Cheltenham Road  
Chorlton cum-Hardy, Manchester, England

## Just What All Your Customers Are Looking For!

Sells at once on being heard, with BIG PROFIT TO YOU. Will help you sell more Disc Talking Machines and Records. It will revive the interest of thousands who have given up using them an account of the nuisance of changing the needle after each playing. Reduces the wear on the record and will play at least 500 times without changing.

Made in various tones, to suit all tastes: No. 1, Soft Tone; No. 2, Medium Tone; No. 3, Loud Tone. Any of these needles will fit any make of sound box. Retail Price, \$1 each. Net Price to Dealers, 50c. each.

No. 4, Concert Tone. This needle requires the sound box to be fitted to it. Retail Price, \$5.00; Net Price to the Dealer, \$2.50. Send us your sound box and we will do this free of charge.

Send us \$1.00 and we will mail you, postpaid, one sample each of Nos. 1, 2 and 3.

We furnish Artistic Signs and Literature to all Customers.

The Symphonic Phone-Needle Co., 1907 Park Avenue, NEW YORK CITY.





## TRADE NEWS FROM ALL POINTS OF THE COMPASS

The Edwin A. Denham Co., importers of talking machines and accessories, 31 Barclay street, New York, have inaugurated a clever selling plan, which has created so great a demand for their lower priced cylinder talking machines that the company have found it necessary to send its secretary, Mr. J. C. Groshut over to Germany in order to secure the deliveries of a sufficient number of machines to meet the unexpectedly great and sudden demand, the manager of the company's Berlin branch being at present in this country.

The plan devised by Mr. Denham is original, and he says its success is due largely to the fact that the demand for records and larger machines created goes directly to the local dealers, who have responded to the company's explanation of their plan in a most enthusiastic manner. Mr. Denham remarked while discussing the plan with *The World*: "The scheme is offered as a sure cure for the usual dullness in trade during the summer months."

The Denham Co. have just closed an important contract whereby they secure the sole rights for North America of the attachment manufactured by the Devineau Biaphone Co., which will enable the owner of any cylinder machines to play disc records of any make. In this connection, a recent improvement in the device is that the swivel will be made of hard rubber instead of brass, which will improve the sound and do away with metallic rattling. The device is very handsomely finished, and works splendidly in connection with certain types of Columbia and Edison machines.

The Syracuse Wire Works, of Syracuse, N. Y., are always devising something new for the talking machine dealers. Their new rack, which is illustrated elsewhere in this paper, is one of exceptional excellence. A valuable feature is the new numbering band, running across the rack, so that there is no trouble in stock taking and ordering because of there not being any locations for numbers. Dealers would do well to investigate this proposition.

The J. W. Jenkins Sons Music Co., Kansas City, Mo., have one of the best catalogues on the market devoted to talking machines of all kinds and supplies for the trade. There is nothing made virtually that they do not handle, and anybody desiring to embark in the talking machine business, or established dealers desiring to add to their equipment, will do well to look up the Jenkins line. They will find the variety and prices to be all that is desired.

The Symphonic Phcne Needle Co. are certainly having a tremendous demand for their needles. Their plant at 1907 Park avenue, this city, has been literally swamped by the deluge of orders from all over the world which have poured in on them since the appearance of their ad. in last month's issue of *The World*. They are now carrying on an extensive campaign in all the leading magazines. This will be of great value to the dealer handling their goods, as it stimu-

lates the demand among the best class of people. Probably the greatest factor in their popularity is the fact that the public has long complained of the necessity of changing the needle after each playing, not to speak of the short life of the disc record under past conditions. The Symphonic Co. are doing all in their power to further the interests of the jobbers and dealers, not alone by producing a highly salable article, which pays a good profit, but they are prepared to ship to all persons handling their goods interesting literature, including pamphlets, catalogues and signs, window cards, etc.

Inside of a month the cylinder or round record department of the Leeds & Catlin Co.'s factory at Middletown, Conn., will be in operation, the finishing work incidental to the installation of the equipment being almost completed. During the last few weeks Loring Leeds has made a couple of trips to the West, with Chicago his objective point, where he pocketed enough orders to keep their flat record plant running overtime for a while. Their ad. on page 10 is worth reading.

Malcolm Douglas, son of Mrs. M. V. Douglas, former president of the Douglas Phonograph Co., with which he was also at one time connected, returned to New York from a year's stay in South Dakota, on the 7th inst. He had been doing the cow-punching act in the West, a life the Eastern young man is wont to admire until he has had a dose, then little old New York is good enough.

The latest wedding coming from the Universal Talking Machine Manufacturing Co.'s office force is that of William H. Müller, head of the shipping department, and Miss Louise Shad, expert tester of records. The ceremony took place in old St. Mark's P. E. Church, New York, April 18, the friends of bride and groom filling the edifice. John ("Casey") Kaiser was head usher, and not a hitch occurred in the arrangements. The reception in the evening, followed by a dinner, was a crush, but fine in all the appointments. Among numerous presents received was a handsome silver service, with the company's hearty good wishes for the couple's future happiness and prosperity. Niagara Falls claimed them for the honeymoon. With so many examples before him, the president of the company might follow suit.

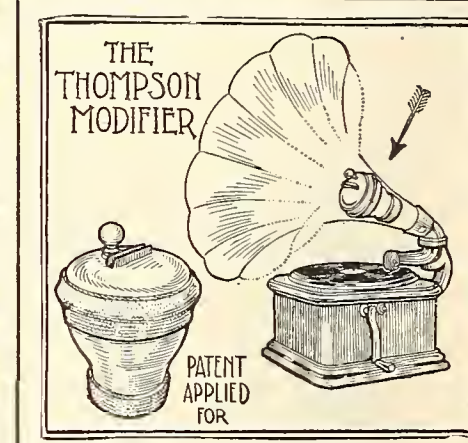
Two decided hits, "Over the Hot Sands," Arab Patrol, dedicated to the Ancient Arabic Order of the Nobles of the Mystic Shrine, orchestra selection, and "The Parson and the Turkey," descriptive selection by Arthur Collins, are illustrated in Bulletin No. 4, just issued by the American Record Co.

The annual vaudeville entertainment and reception for the benefit of Dan W. Quinn, one of the best-known comic singers in the recording laboratories of the trade, was given in the Amsterdam Opera House, New York, April 27. The

house was packed, and among those present were George K. Cheney, manager of the Victor Talking Machine Co.'s New York laboratory, and wife; "Casey" Kaiser and wife; Cal Stewart, the well-known "talker," and wife. Mention of Cal calls to mind the fact that he has made 85 records a day—a memorable feat, done in the olden, golden days of wax recording.

The record output of the National Phonograph Co. is 3,000,000 a month, while the Victor Talking Machine Co.'s plant turns out 50,000 daily.

J. F. Schmelzer, of the J. F. Schmelzer Arms Co., Kansas City, Mo., was in New York recently, stocking up on goods. Among his selections was a line of the Douglas Co.'s record cabinets, the new styles being examples which, in point of de-



### The Thompson Modifier

PERFECTION AT LAST  
A Modifier that really Modifies

Softens the tone, eliminates the metallic sound, takes all the "scratch" out and makes the reproduction of voice or instrument as soft, smooth and harmonious as the original.

**Made of brass, nickel plated, Price \$1.00**

The Thompson Modifier a new attachment for those who desire low, sweet music.

**THE GRAPHOPHONE MODIFIER CO.**

**279 State St., CHICAGO, ILL.**

For Sale by all Leading Jobbers

## STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.



**THE BAUER CO.,** 1410 North Sixth Street, Philadelphia, Pa.

### THE "PHONO TRADER AND RECORDER"

Editorial, Advertisement and Publishing Offices:—

**1 & 2 WHITFIELD STREET, FINSBURY, LONDON, E. C., ENGLAND.**

The "Phono Trader and Recorder" is published exclusively in the interest of the Talking Machine and Allied Trades. It contains usually from 70 to 80 pages of valuable and interesting matter, comprising list of all records issued monthly by the leading companies, minute descriptions (with drawings) of new patents, together with various special articles, interviews, etc., and items of news from all quarters relating to the Phono industry. Printed on art paper, and splendidly and profusely illustrated.

Annual subscription, post free, three shillings, which includes also the "Pick of the Basket" supplement of Record Reviews, a copy of which is inserted in the "Phono Trader."

We shall be glad to supply a specimen copy.

**Get Ready for Business!**

## THE NICKLIN COIN-OPERATED PIANO

Used in the best Cafes, Confectionery Stores, Arcades and Places of Amusement. Good territory still open.

WRITE TO  
**NEOLA PIANO and PLAYER CO.**  
201 and 203 E. 49th St. NEW YORK





sign, finish and utility, exceed anything hitherto shown by this enterprising house.

Orders for 20,000 of the Rapke horn crane No. 15 have been booked by Victor H. Rapke, inventor and manufacturer, New York. For the short time the article has been on the market this is a record breaker in point of prompt recognition of real merit. The particulars concerning the crane appear on another page.

Treow Williams, president of the Gramophone & Typewriters, Ltd., London, Eug., who accompanied Messrs. Johnson and Douglass, of the Victor Talking Machine Co., on their recent Florida fishing trip, in which a special steamer was chartered, sailed from New York for home in the latter part of April.

The factory of the Universal Talking Machine Manufacturing Co. is now being gradually removed from New York to their new premises in Newark, N. J. As previously stated the general offices of the company will also be shifted, but the export department will remain in New York, where General Manager Macnabb will retain a place of call twice a week, not to mention his time at the laboratory. The changes will not interrupt the company's business in any way.

The American Record Co., Hawthorne, Sheble & Prescott, sales managers, of Springfield, Mass., in a recent interview, stated that April was their banner month this year, and has only been previously exceeded by one month (November, 1905) in the history of their business.

D. F. Barbosa Gouvea, Cosa Gouvea 2 Santa Satharina 6, Porto, Portugal, advises The World that he would like to receive catalogues of talking machines, records and supplies of all kinds. Anything specially new with receive immediate consideration.

The theatre ticket slip gotten out by the National Phonograph Co. is a clever idea. The

ticket is reproduced in fac-simile type, arrangement and colors, and seemingly protrudes from the regulation size envelope. The text clinches the suggestion, to wit: "A theatre ticket wouldn't be needed if you owned an Edison Phonograph. It would bring the theatre to you."

Elsewhere announcement is made of the "Mello-Toue," an attachment that does not muffle but amplifies and mellows sound. The device is claimed to make a musical instrument out of a talking machine, doing away with the scratching, rasping noise so objectionable in certain disc records. It modifies and improves the loudest and harshest records, whether instrumental or vocal, and produces clear, mellow music that is pleasing to hear.

John ("Casey") Kaiser's artistic services ("on the side") at the meeting, Tuesday evening last, of the Eastern Talking Machine Jobbers' Association, in the salesrooms of the Douglas Phonograph Co., New York, were professionally perfect. As a distributor of moist joy he need sign no contract with anybody to sustain his reputation. John was certainly on to his job.

James K. O'Dea, Edison jobber in Paterson, N. J., with a branch at Passaic, is contemplating becoming a Victor distributor.

#### MAKING SPLENDID PROGRESS.

Though in existence less than a month the Eastern Talking Machine Jobbers' Association have gone ahead with commendable energy, leaving no grass grow under their feet in perfecting the organization. They will affiliate with the Central States Talking Machine Jobbers' Association, which holds its next meeting Monday, May 21, at Columbus, O. The proceedings of the Eastern Association for the several meetings held since the first appears on another page of The World, and is interesting reading for jobbers, dealers and manufacturers. The association is

composed of representative firms, with an eye single to the improvement of trade conditions, not to mention the pleasing relations generated by the exchange of social amenities; consequently the board of officers and trustees urge upon the prominent and influential houses in their respective localities the wisdom of being present at the meeting to be held Thursday, May 17, in S. B. Davega's inviting store, 32 East Fourteenth street, New York, at 8 o'clock in the evening.

#### A GOOD CARUSO STORY.

A good story is told of Caruso and Plancon, who dropped into a department store one afternoon while the Metropolitan Opera Co. was appearing in a far western city. In passing through the aisles they were attracted by a "demonstration" of a new cheap grade talking machine. The rasp-voiced young man doing the "demonstrating" was just putting a new record into the machine.

"Ladies and gentlemen," he said, addressing the knot of women assembled around, "we will now have a song by the in-com-peer-abul Caruso!"

Caruso and Plancon halted to listen to the in-com-peer-abul Caruso.

The sounds that presently rattled out of the machine were like the barking of a small dog. Caruso shrugged his shoulders, looked up into the huge Plancon's face and grinned with vast enjoyment. The two singers approached closer to the machine and Plancon stood peering into the big brass funnel with a wondering expression on his bearded face.

Caruso noted Plancon's attitude and he touched Plancon on the arm.

"His master's voice," he said, and he slid his arm through that of the chuckling Plancon and drew him away.

The business of the Bloomfield Phonograph Co., at Bloomfield, N. J., has been purchased by John B. Glennon, who will in future conduct it.

## Did You Receive Our Circular Letter of April 16th?

**IF** NOT, advise us and we will send you a copy at once. In that letter—which was sent to a limited number of dealers and jobbers—we advance a proposition which we claim will, if accepted by you, **double your phonograph business in a fortnight, and will increase your trade all through the otherwise dull Summer months.**

The scheme has been given a thorough trial in two States and has proved, and is proving, an unqualified success in both.

It has been taken up by most of the dealers and jobbers to whom it has been submitted.

It is meeting with the cordial and energetic support of even those jobbers who do not handle low-priced phonographs. Why? Because it doubles the demand for high-priced machines and for records in every district in which it is worked.

Will you not allow us—by sending us

your name and address and asking for particulars—to show you how you can not only make a direct profit of from 100 per cent. to 500 per cent. on every one of our new low-priced phonographs that we send you, but can also derive an almost incalculable indirect benefit from taking up our scheme? For instance, an increase in your trade all through the Summer months, instead of the usual falling off in business; together with the advantages derived from a large amount of the best kind of advertising absolutely free?

Will you not allow us to show you how all this can be effected without expense and with a minimum of trouble?

Let us hear from you now. We offer you our best machine in connection with this proposition; the output of the factory is limited; and at the present rate the demand will soon greatly exceed the supply. **Why not write TO-DAY?**

**THE EDWIN A. DENHAM CO., Inc., 31 Barclay Street, NEW YORK**  
LONDON BERLIN NEW YORK



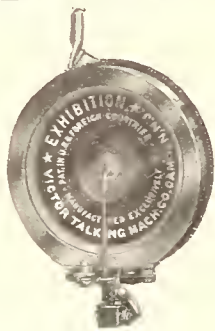
## INJUNCTION PAPERS SERVED.

(Special to The Talking Machine World.)

Utica, N. Y., May 3, 1906.

Injunctions were served last week upon all dealers selling Edison phonographs and Edison

## CRESCENT TONE Regulator



FOR

### TAPER ARM TALKING MACHINES

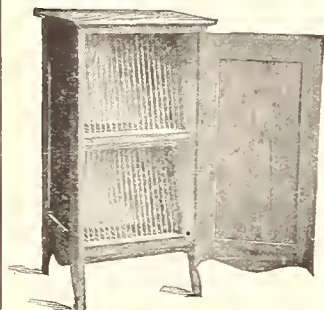
This is the Tone Regulator that has been such a wonderful success from the very start. Live dealers are selling it everywhere because

It enables you to obtain instantly any volume of sound desired from a whisper to the loudest tone,  
It is very simple in construction, easily attached to the sound box and produces a pure, musical and distinct tone,  
It is the ONLY Tone Regulator that does NOT wear the records. JUST OUT—No. 2 Regulator for use on CYLINDER MACHINES. Write for circular and special discounts to dealers.

### CRESCENT TALKING MACHINE COMPANY

(NOT INC.)

3749 Cottage Grove Ave., CHICAGO, ILL.



#### OUR NEW DISC RECORD CABINET No. 34

With Steel Wire Racks, Holds 168 Disc Records up to 12 in. Has Drawer for used and unused Needles.

Sells to the Dealers for \$8.13

Golden or Weather Oak, or Mahogany finish.

Write for catalogue

FEIGE DESK CO.,

2071 Genesee Ave.,

Saginaw, Mich., U. S. A.

### PRICE REDUCED

## Burnt Leather POST CARDS

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered the Talking Machine trade.

TRIAL ORDER.—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for \$3.10 cash. Retail everywhere at 10c. You make a clean profit of \$6.90.

### Risley-Bird Mfg. Co.

94 Fifth Avenue,  
New York.

records in Utica restraining them from the further sale of these articles under penalty of being liable for damages for the amount of their profits or for any infringement upon the exclusive right to the sale of Edison phonographs and records in New York State, which is claimed by the New York Phonograph Co.

Despite the injunctions the dealers continued to sell, and claim they will do so until the highest court in the United States has passed upon the question. The dealers were notified by the National Phonograph Co. that it would protect them in any suit which might be brought. In fact, were awaiting the beginning of a suit by the New York Phonograph Co. against either a jobber or dealer to enforce the injunction by an attempt to restrain them from selling Edison goods. Then the matter would be brought to a head at once.

Local dealers claim that after securing exclusive rights in this State the New York Phonograph Co. failed to develop the business and that another company took it over. They also state that it is only an effort to throw a scare into the trade, as the New York company have no Edison goods to deliver and will never get any.

Dealers also claim that while they may be forced to buy of the New York Phonograph Co., they cannot be restrained from selling the stock they have on hand. In other places in the State it is learned that the dealers ignored the injunctions and say they will continue to sell the phonographs until the United States Court decided the matter. The style of the records involved has been changed in that the crease or groove used to hold the record on the cylinder has been discarded.

### PROMINENT EDISON OFFICIAL DEAD.

Wm. S. Logue, who had been identified with the Edison interests in various capacities for twenty years, died at Chicago, where at a time he was manager of the National Phonograph Co.'s branch office, on April 25, aged fifty-five years. He was buried in Baltimore Saturday following with Masonic honors, the deceased having been an active member of that order and the Elks. Among those present at the funeral were F. K. Dolbeer, manager credit department of the National Phonograph Co., Edison Mfg. Co., and the Bates Mfg. Co.; C. H. Wilson, manager of sales; Wm. Pelzer, of the legal department, and W. C. Patrick, of the Chicago office of the National Phonograph Co.

Mr. Logue was formerly manager of the Edison phonograph telegraph system at the Orange, N. J., works, subsequently in charge of the National Phonograph Co.'s Chicago branch, then manager of the Edison Mfg. Co.'s battery department, and late manager of the Bates Mfg. Co., and was considered a business man of extraordinary ability and force of character.

### PRESCOTT OFF TO THE COAST.

John O. Prescott, manager of the American Record Co.'s New York office, also of Hawthorne, Sheble & Prescott, started on the 2d inst. for Los Angeles, Cal., to attend the annual convocation of the Mystic Shrine. He will be gone about a fortnight and will visit San Francisco and other coast cities en route home. J. O. has made special records of Shriner music and has taken a full talking machine equipment which will be used to while away many a tedious hour of the long and tiresome trip across the continent.

From Cody, Wyo., a report says that at the funeral of Mrs. J. H. McCorkle, which was held at Burlington, no religious service occurred, but,

## THE STAR MODULATOR

Detail finer. Any strength of tone while playing. Records made more distinct. Old records sound like new. Sample on memorandum to any reputable firm. More profit than records. Sell on sight. Hundreds of indorsements from leading houses.

Star Novelty Co., Grand Rapids, Mich.

as was requested by Mrs. McCorkle on her deathbed, a phonograph played "In the Shade of the Old Apple Tree," while the remains were being removed to the place of interment.

## To Talking Machine Dealers

The MUSIC TRADE REVIEW is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise news, music publishers' department and talking machine trade. A special technical department is a regular weekly feature of the publication. A vast amount of valuable information is contained in each issue. The REVIEW has won higher honors at the great expositions than have ever been won by any other publication in the world.

Grand Prix at the Paris Exposition,	1900
Diploma at Pan-American Exposition,	1901
Silver Medal Charleston Exposition,	1902
Gold Medal St. Louis Exposition,	1904
Gold Medal Lewis-Clark Exposition,	1905

Subscription in United States, Canada and Mexico, \$2.00 for 52 weeks. All other countries, \$4.00.

We publish the Tuner's Guide also—a cloth-bound, illustrated work of over one hundred pages. Sent postpaid to any part of the world upon receipt of one dollar.

### EDWARD LYMAN BILL

Publisher.

1 Madison Ave., New York



Largest and  
Oldest

## Talking Machine Journal

SAMPLE COPY FREE

in Europe

SEVENTH YEAR  
PUBLISHED WEEKLY

Subscription: per annum 8 Mark

PUBLISHER

GEORGE ROTHGIESSER

BERLIN W. 30

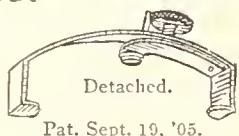
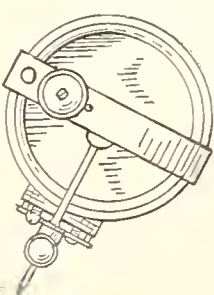
### John Bull's Message to Uncle Sam

#### GOOD LUCK TO YOU, BOYS!

I want to call your attention to "THE TALKING MACHINE NEWS," which circulates throughout the whole of the British Islands, and goes all over the world besides. Contains all about everything relating to talking machines, and is invaluable to manufacturer, jobber and dealer alike. "The Talking Machine News" is published on the 1st and 15th of each month during January, February, March, October, November and December, and on the first of each month during April, May, June, July and September. Annual subscription, one dollar and ten cents. Specimen copy free on request.

The Publisher,

1 Mitre Court, Fleet Street, LONDON, ENGLAND, E. C.



Detached.

Pat. Sept. 19, '05.

Retails at

\$1.00



## NATIONAL CO.'S NEW BUILDINGS.

The Immense Structures Now Approaching Completion—Almost Twenty Acres Are Already Covered by the Plant of the National Phonograph Co. in West Orange.

Although the buildings owned by the National Phonograph Company, Lakeside avenue, West Orange, N. J., already cover many acres, perhaps 18 or 20 in all, new ones are being erected one after another in order to take care of the vast amount of business done by them.

Not long ago a new three-story concrete building, 187 feet long by 40 feet wide, was completed, and is being used for a machine shop and manufacturing purposes. That was built directly alongside of the Erie Railroad and in the rear of the large boiler and engine house. As every inch of floor space in the old buildings is being used to the very best possible advantage, two new buildings, both concrete, were started not long ago for the sole purpose of manufacturing the new Edison battery. One of these, the nickel-plating and polishing building, is 287 feet long and 50 feet wide. It has a 50-foot span, without any columns, and 50-foot beams, with a 7-foot monitor top roof for ventilation. This is entirely completed and as soon as the necessary machinery is installed, it will be ready to be put into operation, to be run in connection with the larger building, only partly completed. This is four stories high and will be 600 feet in length by 62 feet wide, extending along Ashland avenue, the same as the smaller one, only occupying the entire block between Charles street and Lakeside avenue.

At the present time only 200 feet of this building has been completed, owing to the absolute necessity of other buildings being erected in the meantime and the inability to get a sufficient number of men to work on all at once. It will be completed, however, as soon as the new office building recently started has been finished.

This office building will be for the phonograph works only and will be five stories high. It will be 137 feet long by 50 feet wide, made of steel and reinforced concrete, fireproof throughout, each floor also containing not only fireproof but burglarproof vaults and all other modern improvements for an office building. The first floor will be finished with imitation stone and ornamental panels, making it not only substantial, but attractive.

Besides this, another building which is also under way, is an extension to the cabinet shop, 120 feet long by 55 feet wide, and four stories high.

There is also in course of construction now a four-story concrete machine shop to be 300 feet long and 72 feet wide.

Owing to the enormously increasing business even the numerous buildings now under way will not afford sufficient room, so many more are contemplated within the next two years. It is very probable that much adjoining property will be purchased very shortly, because a great deal more is needed.

## TRADE NOTES FROM WHEELING.

Cheery Report From This Goahead Southern City.

(Special to The Talking Machine World.)

Wheeling, W. Va., May 4, 1906.

All the dealers report the greatest kind of business. The volume during April was considerably in excess of any other month in the history of the business.

The Palace Furniture Co. has added Columbia cylinder machines and records. Up to this time they have been exclusive Victor dealers.

Will M. Bard, Jr., has been receiving the congratulations of his numerous friends in the talking machine business, the occasion being his birthday anniversary. He is one of the youngest men in the business. The lack of years has been more than made up by his close application and enthusiasm during the years he has devoted to this line.

That monthly lists of new records play a prominent part in the talking machine game is a proven fact. The live dealers will agree that the cutting out of one month's list of records means not only loss in sales of new titles but older ones as well. When the users are educated to having their attention called at certain intervals to new records you can bank on a large percentage coming to investigate the merits of the new offerings. Rarely do they buy new records only. No other one thing stimulates the business to as great an extent as does the monthly lists of new records. All the Edison dealers here are feeling keenly the cutting out of the June list, although it's accepted as the very best policy that could be pursued in view of the shortage of current numbers.

Business is exceptionally good for this season of the year, although the volume for April suffered in comparison with March. A fair estimate of the falling off would be 33 1-3 of the March volume.

During the past two months all of the four houses handling Edison goods have increased their record stocks.

Bard Bros. report particular good business in the high-priced Victor outfits. Their sales of Red Seal records during the past month exceed any previous month.

## APPEAL TO BE HEARD LATE IN MAY.

Being a preference case, a hearing on the appeal of the Talk-o-Phone Co. and Leeds & Catlin Co., from the decision of Judge Townsend, will likely come on at the June term of the United States Circuit court of Appeals about the latter part of this month. Judge Townsend's opinion, a lengthy review of the issue in controversy on the Berliner stylus patent, between the Victor Talking Machine Co., complainant, and the above companies, was reported exclusively in last week's Review, in which the defendants were enjoined, though a stay was granted pending final hearing. Lawyers familiar with the question declare the patent's adjudication is one of pure law, depend-

ing upon so fine a point that but two decisions are in the books, one of which was rendered by the United States Supreme Court, where, they state, the case will ultimately go, unless a "lay down" occurs.

## YOUNG BLOOD IN MUSICAL ECHO CO.

Propose to Greatly Extend the Business and to Establish Branches in Leading Cities.

Recent changes have occurred in the Musical Echo Co., of Philadelphia, whereby Henry E. Marschalk, late manager of the Philadelphia branch of the Columbia Phonograph Co., and Mr. Louis Jay Gerson have taken an active participation in the business, and have assumed its management. It is the intention of this concern to make radical changes in the present quarters, which already possess great charms. They will also establish within the near future a series of talking machine parlors in a number of cities, also wholesale quarters will be opened up in Philadelphia, the exact location to be determined later. Messrs. Marschalk and Gerson are eminently fitted to push this enterprise successfully, as they have been acquainted with the talking machine business for many years.

## HENRY J. HAGEN ABROAD.

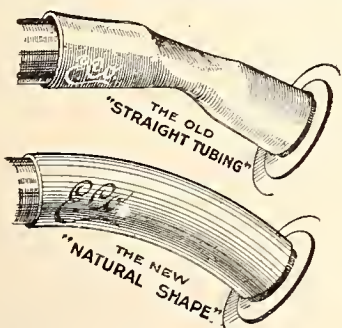
When Henry J. Hagen, of the Victor Talking Machine Co.'s laboratory staff, arrived in Hamburg, Germany, en route to Buenos Ayres, S. A., he was agreeably surprised with the warm reception given him by a number of well-known talking machine people over there, among them being F. M. Prescott, president and general manager of the International Talking Machine Co., of Berlin, which Henry visited for a couple of days, previous to taking the steamer for his South American destination, where he arrived safe and sound.

## H. &amp; S. UNIT RECORD FILING SYSTEM.

The H. & S. Unit Disc Record Filing System is being rapidly introduced throughout the talking machine trade. Its merits are fully shown in this issue, with cuts and descriptive matter. This method of handling record stock is of such a convenient nature that all up-to-date dealers and jobbers cannot afford to be without it. Several of the largest talking machine concerns have already adopted the Unit System for carrying their stock. Among the largest and most prominent are the following: The Cable Company, Chicago, Ill.; the O'Neill-James Co., Chicago, Ill.; Hayes Music Co., Toledo, O.; Alexander-Elyea Co., Atlanta, Ga.; Wells Phonograph Co., Philadelphia, Pa.; Eastern Talking Machine Co., Boston, Mass.; Unique Talking Machine Co., Houston, Tex., and many others.

A ball-bearing taper arm has made its appearance on the market, for which superior tonal effects and other improvements are claimed.

## HORN CONNECTIONS



Per Dozen 33c.  
Per 100 \$2.15  
Per 1000 \$17.50

## FOLDING TRAYS FOR RECORDS

A Saving of 50 per cent to 75 per cent in Transportation

	500 LOT	1000 LOT
2 Rec. Tray	\$2.71	\$4.50
3 " "	3.60	6.00
4 " "	5.10	8.50
5 " "	5.85	9.75
6 " "	6.89	11.50

## "S" &amp; "H" PHONO REPEATERS

Sample Prepaid - \$1.50  
In Lots of 6 or more (by Express) \$1.35

**EDISONIA CO.**  
Newark, N. J.



## MADE THE POLICE WORK.

How They Were Fooled by the Publicity Work at Whitson's Store.

J. E. Whitson, the enterprising talking machine dealer of Washington, D. C., received some excellent advertising in the Washington Times of recent date. Under a rather showy double column heading the cut herewith and story appeared:

"Cries of 'Murder! Murder! Oh, do not kill me!' fell on the startled hearing of pedestrians in the neighborhood of Ninth and F streets yesterday afternoon, attracting their gaze to a pushing, jostling crowd at the next corner, to all appearances a fighting, unruly mob.

"'Officer,' demanded a fat, excited citizen, tugging at the arm of the drowsy crossing officer, and pointing to the crowd beyond, 'will you let a murder be committed under your very eyes? Must citizens take the law in their own hands? Come with me and we'll prevent this crime.'

"With this the two, bluecoat and citizen, started on as rapid a run as can 400 odd pounds of short-winded, puffing, unwieldy fat. Through the mind of the citizen-rescuer flitted thoughts of saving some helpless person from an untimely butchery, and he puffed on, urging the bluecoat to his utmost. With a stout cane grasped determinedly in his hand he presented the grand appearance of a self-imposed D'Artagnan, that is, had he been less of a weight carrier.

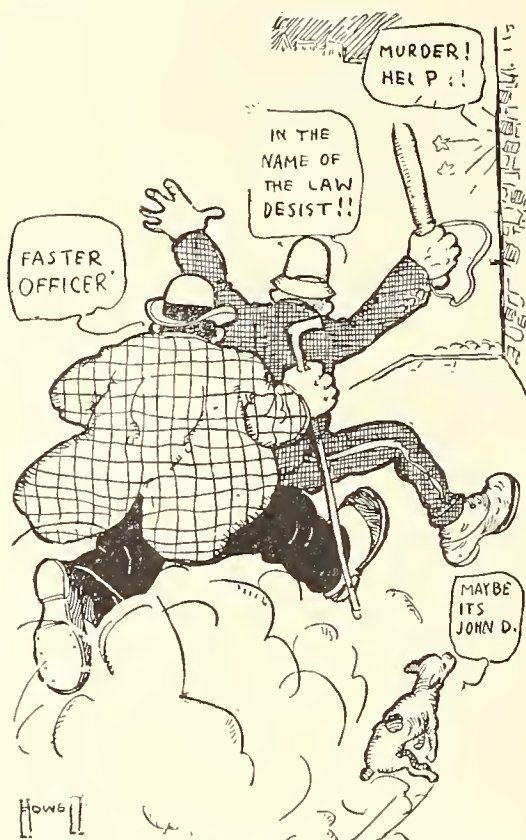
"As the foot race progressed the same agonized cries rent the air, indicating to the rescue party that the work of the supposed butcher was still uninterrupted.

"'Mercy!' cried the fat citizen, as they at last reached the outskirts of the crowd, 'why don't some of you people stop this murder?'

"'What's the row?' demanded the winded officer, making his way through the crowd by a prodding movement of his club.

"'Aw, go on,' answered one of the crowd, indignant at being jabbed in the ribs, 'it's nothin' but a free phonograph show.'

"And sure enough, just then the silver-toned instrument placed at the open door of a phonograph establishment, presumably to draw custom, belched forth another blood-curdling cry of 'Murder!' The record was depicting in tones



red-hued and realistic the pleading of Fagin, of Dickens' 'Oliver Twist,' with his unresponsive jailers just before the unfortunate character was ushered to the gallows."

## COLUMBIA CO. IMPROVEMENTS.

One of the features of the remodeled Columbia warerooms at 353 Broadway, is what is known as a dealer's booth. This is a large booth, fitted up with every style of a talking machine made by the Columbia Phonograph Co., and arranged so

that every model shows off to the best advantage. One of the ideas in creating this booth was to enable dealers who do not carry a full line of the Columbia product to bring their customers to the wholesale wareroom and use this booth in making their sales, and receiving the assistance of the expert salesmen in their employ. It is the aim of this company to do everything in their power to further the interests of the dealers handling their product, and their recent improvements in their downtown warerooms were made with this end in view.

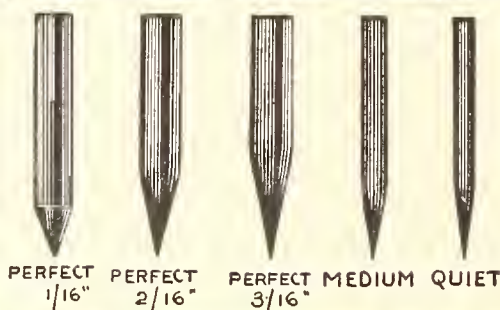
## EDISONIA SPECIALTIES.

Their Repeating Attachment Now Perfected and Ready for the Market.

A. O. Petit, of the Edison Co., Newark, N. J., in a chat with The World representative last week, said: "After many delays, due to the congested condition of the metal market and lack of skilled labor, we have so perfected our repeating attachment for the Edison standard machine that for perfection in operation and general make-up it is far superior to the first one placed on the market. It possesses all the latter's virtues, but with none of its faults. We request all persons who bought the first attachment to remail same to us at our expense and receive the new type repeater, free of charge."

The Edison Co. are submitting to the trade a number of highly meritorious articles for May. One well deserving mention is the "K. D." (Knock Down) record box for keeping cylinder records on the shelves in order. The point on which these boxes are an improvement on the old style is in the great saving in making shipment. These boxes are shipped in the flat condition, making it possible to express 1,000 in the same space occupied by 50 hitherto. Not only this, but the dealer or jobber can handle a large surplus stock without taking up much room.

The Price Manufacturing Co., Brooklyn, N. Y., have been placed on the suspended list by the National Phonograph Co.



**PERFECT**

**MEDIUM**

**QUIET**

**THE THREE BEST NEEDLES ON THE MARKET TO-DAY.**

WE SHOULD LIKE TO SEND YOU SAMPLES SO THAT YOU CAN JUDGE FOR YOURSELF AS TO WHETHER OUR STATEMENTS ARE CORRECT. WE SELL MILLIONS OF NEEDLES EVERY MONTH AND EVERY CUSTOMER IS SATISFIED. OUR CUSTOMERS RE-ORDER, THIS SHOWS THAT OUR GOODS ARE GIVING SATISFACTION.

**THE PERFECT.**—This is made in three tapers as shown above— $\frac{3}{16}$  taper is the regular standard size needle,  $\frac{2}{16}$  taper is the same size but louder,  $\frac{1}{16}$  taper is very loud.

**THE MEDIUM.**—This is a first class needle for small apartments, gives a rich mellow tone, not as loud as the perfect.

**THE QUIET.**—Just the thing for anyone wishing a low sweet tone.

The Perfect and Medium packed in boxes of 300 and 1000 and in envelopes of 100. The Quiet needle packed in envelopes of 200 only. We will be pleased to quote you prices in quantity.

**AMERICAN TALKING MACHINE COMPANY**

586 FULTON STREET (BROOKLYN), N. Y. CITY

LARGEST TALKING MACHINE HOUSE IN THE CITY.



## THE TRADE IN CALIFORNIA.

The Talking Machine Men of San Francisco Face the Situation Resolutely—Many Big Houses Located in Oakland—Dealers Order Goods Shipped and Work Surrounding Towns While San Francisco Is Being Rebuilt.

(Special to The Talking Machine World.)

San Francisco, Cal., May 5, 1906.

The wiping out of this city by earthquake and fire removes temporarily one of the best distributing points for talking machines and accessories in this country.

It was really surprising how many machines were sold here—an enormous number—and one of the surprising things was that when the people gathered on the streets after the first severe shock had occurred, it seemed as if every person was carrying a talking machine with a big trumpet tucked under their arms. One well-known member of the trade remarked: "I never saw so many talking machines in my life, and I didn't know that there were so many." There were mighty big establishments here, such as Sherman, Clay & Co., Peter Bacigalupi, Kohler & Chase, the Talkophone Co., Byron Mauzy, Columbia Phonograph Co., Clark, Wise & Co., and many others who were conducting steadily growing businesses in talking machines, and, of course, their loss was heavy by the fire, for their establishments were completely wiped out. However, they are undaunted by the losses which they have sustained, and are going right ahead for business. They have wired the manufacturers in the East to make their shipments, which means that they propose to work outside trade while San Francisco is being rebuilt.

Sherman, Clay & Co. have established headquarters at their branch in Oakland, and they have already secured their old site, and their landlord is ready to erect a new steel structure on the old site as high as the building laws will permit.

Kohler & Chase and others are also in Oakland temporarily.

It is proposed in the new building laws of San Francisco that no building shall be erected in height which is more than double the height of the width of the street on which it is erected.

Leander S. Sherman, who was in New York, en route for Europe when the news of the disaster reached him, is now back, and has taken command of the business which will be conducted from Oakland until the new building is erected.

## YOUR FAVORITE SINGER'S Photograph

Mr. Dealer:—

You can make no mistake in carrying enough of these handsomely finished photographs to supply the demand of your customers, they all want them and all the leading jobbers now carry a supply of them. Make up a list of what you want to-day and write your jobber; they can only be had through him.

NOTE: Owing to the great demand there was for these photographs we could not fill all the orders as promptly as we would have liked, but our stock is now complete.

**The Channell Studio**  
FOR PHOTOGRAPHY

486-488 Main St. ORANGE, N. J.

George Q. Chase, of Kohler & Chase, is now in the East to purchase stock of musical instruments which, of course, will include talking machines.

San Francisco at the present time presents a most desolate aspect, as there are nothing but ruins of sky-scrapers in what was once the heart of the city. The flames licked up everything on the inside of these steel structures. There really is a wilderness of ruined brick walls, but the spirit of San Francisco still lives, and business men here talk confidently of the future. And while the people are camping out in Golden Gate Park and receiving their rations regularly there, they all seem optimistic, and there is an evident desire on the part of many to make the lot of their neighbors the easier.

The business men of the stricken city are not wavering in the slightest, and face the future with determination. They are going ahead to build again on the ashes that represent a life's work of many of them.

It is hardly necessary for me to enter into a detailed account of the earthquake and fire, because you are all familiar with that, through the various papers which have reached you, as the papers have all been filled with reports from this city since the great disaster occurred.

I want to say, however, that the talking machine men of this city will be doing business right along, and plenty of it, for while San Francisco may be wiped out there is a rich tributary country which will be successfully worked now that the great city is in ashes. The fact that talking machine men here have wired for large shipments shows more than columns of matter how they feel about the business situation.

Acting upon the rumor generally prevalent that Sherman, Clay & Co. are likely to receive the Northwestern agency for the Victor Talking Machine Co., your correspondent has felt his way in this direction, and while he is not authorized to positively state the confirmation of the firm, he is nevertheless in a position to affirm that the rumor is not without some foundation.

Hitherto the Portland territory for the Victor Talking Machine Co. was in the care of the Eilers Music Co. If a change should be made it will not be done because Eilers was not satisfactory, but simply because Sherman, Clay & Co. have done so much for the Victor Talking Machine that in recognition of their splendid work in behalf of the Victor Co. they will be put in full charge of the Pacific Coast. It would not surprise any of the dealers here if Sherman, Clay & Co. would make a similar proposition to the Victor Talking Machine Co. as they did to Lyon & Healy. No doubt, with the full control of the Portland and Seattle offices and the intermediate branch stores and with the depot in Los Angeles, Sherman, Clay & Co. will control a territory very extensive in scope and most desirable for the proper distribution of records and machines.

For the first time I have seen the talking machine as an assistant to beggars in this city. Hitherto it was either the hand organ or the accordeon which served this purpose of extracting small coins from the passers-by, but the other day I noticed a beggar who used a talking machine for this purpose. This improvement on up-to-date begging is quite refreshing, for the talking machine is at least in tune. It was never safe to come too near the proximity of a hand organ or an accordeon. There were always a few notes missing, or the notes that could be heard were frightfully out of tune. With a talking machine all these disagreeable noises are done away with. It is to be hoped that all beggars will be enabled to use the talking machine. This will be a great relief to the sensitive music lovers.

With a high power "bubble," J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., New York, speeds from the office to his home in Orange, N. J., and thence wherever fancy dictates. This is J. N. B.'s respite from business cares, for he is a hard worker and the auto gives him an excuse to "sneak" occasionally.

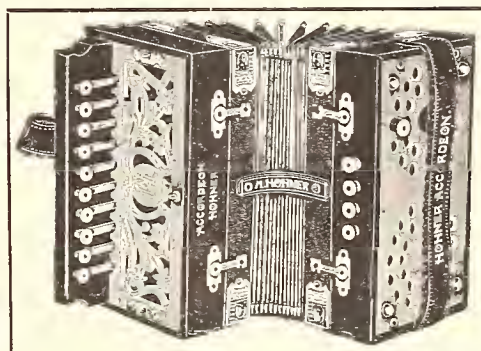
"It's the Easiest Thing in the World" to Sell

## Hohner Harmonicas and Accordeons



A Good Side-Line for Talking Machine Dealers

**Small Stock  
Little Capital Required  
Big Demand  
Big Profits**



**Mr. Talking Machine Dealer:**

You have the facilities, why not handle Harmonicas and Accordeons and make an extra profit? There's a demand for these goods everywhere and it will require but a small investment to get a share of the business. The Hohner Harmonicas have been on the market for half a century during which time they have satisfied the desires of the most critical. The name "Hohner" is now a household word amongst the harmonica and accordeon playing public, and the mere announcement of the fact that you have these goods for sale will be sufficient to bring you numerous inquiries for them.

**ANY JOBBER CAN SUPPLY YOU**

A Postal Will Bring You  
the Latest Catalogue

**M. HOHNER**  
475 Broadway, New York



## A LETTER FROM "MISSOURI."

That Will Interest Sellers and Users of Talking Machines—C. D. Boynton, Gifted With a Fluent Pen, Gives His Impressions.

Lyon & Healy, the well-known dealers in talking machines, phonographs and supplies, Chicago, Ill., are in receipt of the following bona fide letter. The experience that Mr. Boynton so graphically portrays is not an unusual one; in fact, it will appeal to the majority of the trade.

Cape Girardeau, Mo.

Lyon & Healy, Chicago, Ill.

Gentlemen: Enclosed herewith find check in payment of your invoice of talking machine and phonograph records. I found this canned music perfectly fresh and sweet in every way with one exception, which I will briefly note.

I ordered, among others, a vaudeville record called "Fishing," said to be a faithful reproduction of the dulcet tones and synchronous heel-clicks of that popular favorite, Miss Ada Jones, and her sparring partner, Mr. Len Spencer. Judge of my surprise to find that you had substituted a dirge-like gospel hymn entitled "Pass Me Not, O Do Not Pass Me By," the copyright of which expired 217 years ago.

Possibly the erudite young person who boxes up things for you in your shipping department figured it out from the address that I belonged to that species of vertebrates called "Mizzourians"—described in your local papers as consisting principally of a broad-brimmed felt hat and a stogie.

This creature—the creation of your diseased intellects—is represented as passing his entire existence upon the banks of the Chicago Drainage Canal (formerly known as the Mississippi River). And thus the logical conclusion was that, being a Democrat, it was more essential for my welfare to send me something calculated to draw me nearer the throne than to the footlights.

It is true that formerly the literati of Cape Girardeau and the budding young intellects of its State Normal School sought the banks of the

Father of Waters for inspiration and soft drinks. This was before we were brought into such close touch with Chicago through the completion of your drainage canal. Now the entire population throngs the levee daily to view the mighty flood bearing upon its bosom tomato cans, Milwaukee pop bottles, and, ever and anon, a defunct pussy cat.

A scientific cuss from your town with a long aquiline nose having a large intake, said that we did not seem to be more than a few minutes removed from dear old Chicago.

Alas! the City of Chicago may pollute the water supply of Cape Girardeau with impunity. But when you attempt to interfere with our amusements we must draw the line.

Then, again, it might have been a mistake on your part. Mistakes are always liable to happen, as a Chicago young man found out while on a shooting trip down at Seldom Seen, Missouri, this winter. He came to the eating tent late one morning, and upon the wife of the guide asking him what he would have for breakfast, said he would take some pate-de-fois-gras. She called for help, and it took the united efforts of his companions and the neighboring inhabitants to keep the guide from killing him for using such language to a lady.

Another thing, the people of Missouri are suffering from too much substitution at the present time. We have alum in baking powder, preachers in politics and a four-flush reformer as Governor. The whole State is run for the benefit of the writers of fire-alarm articles in the ten-cent monthlies published in New York.

I can see how a druggist could give out morphine for quinine, or how a cross-eyed man could vote the Populist ticket by using the Australian ballot system; but for the life of me I cannot see how you could mistake the lugubriousness of "Pass Me Not, O Do Not Pass Me By" for the capers of Miss Ada Jones and the Hon. Len Spencer.

I invited a friend to hear my new records. He had been a river steamboat captain—that is to say, he was opposed to complicated rhetorical

flourishes, Dutch Trilogies and Dago operatic music of all kinds. He yearned for the merry quip of the blithesome vaudeville sketch. I said: "We will now have a laughable skit called 'Fishing.'" He closed his eyes to recall the rising curtain, the blare of the band and the burst of applause as the headliner soubrette with the wicked wink, the passionate hosiery and the abbreviated skirts emerged from the wings and tripped to the footlights in the most approved ten-twenty-third style. Then came the stentorian tones of Mr. Edison's robust announcer, "Pass Me Not, O Do Not Pass Me By," and then—but Mr. Roosevelt is so particular lately about what goes through the mails that I will not go into details.

The captain left without ceremony, and while I have a record as good as new I have lost a friend. He passes me on the streets without speaking, but he looks at me as if I had sold him one hundred shares at par in the Private Snap Gold Mining and Development Company.

Furthermore, the record in question grates on my feelings, and is still more inappropriate for constant use as the Frisco Railroad has not renewed my pass for 1906 and the hymn seems to give them scriptural authority for withholding the same.

Regretting to be obliged to call your attention to this preserved prayer, I am,

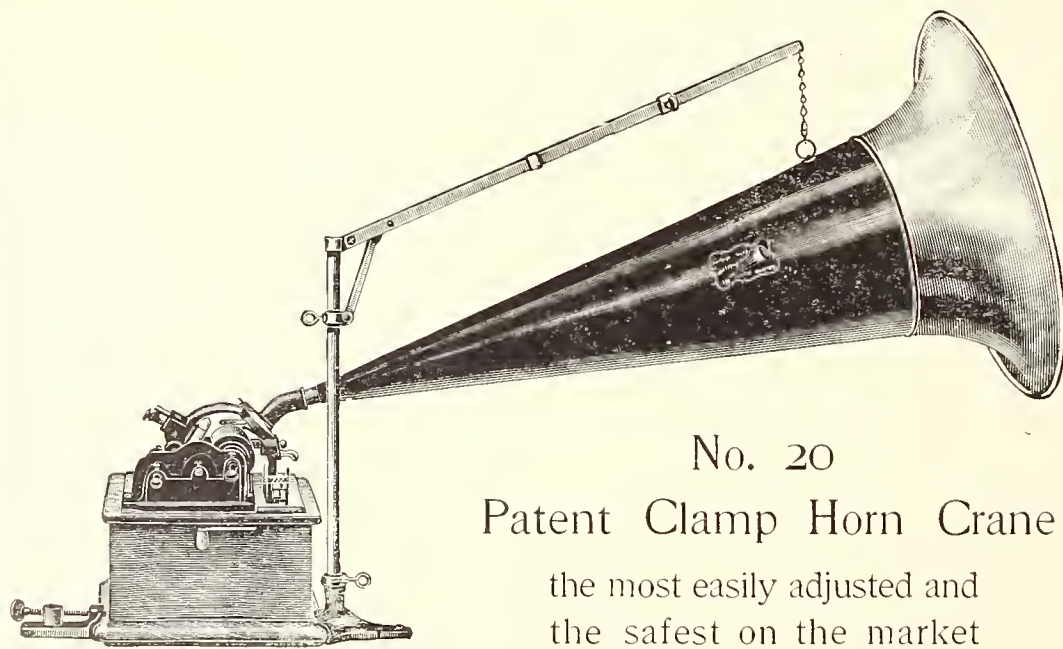
Yours truly,

C. D. BOYNTON.

## EXHIBITED AT ADVERTISERS' SHOW.

The commercial department of the National Phonograph Co. made a very handsome display of the Edison commercial system with office phonographs at the first annual advertising show held at Madison Square Garden, New York, from May 3 to 9.

A professor of stage and fancy dancing during a recent call to The World sanctum, stated that he is using a talking machine with great success instead of a piano for supplying music for his pupils.



No. 20  
Patent Clamp Horn Crane  
the most easily adjusted and  
the safest on the market

Dealers can obtain our goods  
from the Jobbing Trade



Hand Painted Flower Horns

(Pat. Aug. 22, 1905)

Most beautiful yet produced and strongest made. Acoustic qualities perfect



THE TEA TRAY COMPANY  
of NEWARK, NEW JERSEY  
MULBERRY AND MURRAY STREETS, - NEWARK, N. J.



THE PIONEER MANUFACTURERS OF AMPLIFYING HORNS



## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS.

(Specially prepared for The Talking Machine World.)  
Washington, D. C., May 8, 1906.

GRAPHOPHONE REPRODUCER. Wm. Hart, Kirksville, Mo. Patent No. 817,062.

This invention relates to reproducers for talking machines; and one of the principal objects of the same is to provide means for preventing the jarring or jolting of the stylus in passing over the sound-grooves of the record. Another object is to provide means for varying the volume or giving greater or less amplitude to the production or record. These and other objects are attained by means of the construction illustrated in the accompanying drawing, in which the figure is a side elevation and partial section of a reproducer made in accordance with the invention.

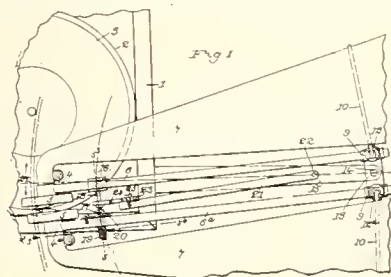
TALKING MACHINE. Edwin A. Pancoast, Montclair, N. J., assignor of one-third to Ellsworth A. Hawthorne, Springfield, Mass.; one-third to Horace Sheble, Philadelphia, and one-third to John A. Prescott, Montclair, N. J. Patent No. 816,995.

The object of the invention is to improve the construction and increase the efficiency of talking machines of the disc type with respect chiefly to the reproducing feature thereof. The invention is based upon the theory that in the practice of the art on the lines heretofore followed, faulty reproduction results from the failure of the stylus to freely track in the record. In addition to faulty reproduction this results also in unnecessary friction and wear both upon one side of the stylus and upon the corresponding side of the groove in which it operates. In overcoming these defects in pre-existing structures, the inventor has constructed and arranged the support for the reproducing-stylus (such as the sound-box, the tone-arm, or the bracket in which the latter is mounted) as that the same shall operate freely in the record-groove and freely and faithfully follow its sinuosities without the objectionable friction above referred to and with a marked improvement in the quality of the reproduced sounds. The invention is illustrated as follows: Figure 1 is a plan view, partly in section, of a portion of a talking machine, illustrating the invention. Fig. 2 is a plan view of the sound-box, tone-arm, and its support as shown in Fig. 1; and Fig. 3 is a diagrammatic view.

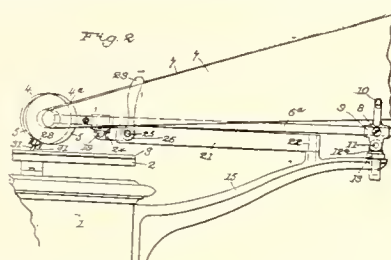
TALKING MACHINE. Henry J. Hagen, assignor to Universal Talking Machine Co., of New York. Patent No. 816,978.

This invention relates to talking machines or sound-reproducing apparatus in general, and as

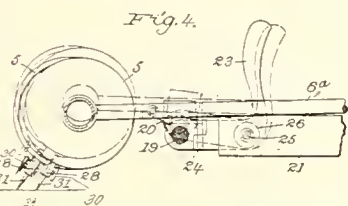
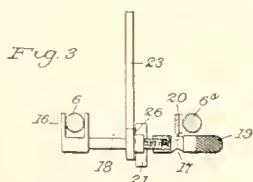
herein embodied is designed to produce a polyphone or multiple reproducer machine employing, preferably, the disc type of record. Such machines are ordinarily used in concert halls or



for exhibition or like purposes where the volume of sound must be greatly increased in order to be distinctly heard in all parts of an auditorium. The present invention relates particularly to the



mounting and arrangement of the several reproducers relatively to the record, the object being to obtain exact alignment and freedom of movement thereof in order to insure, first, proper engagement of the reproducers with the groove in the record, and, second, the requisite yielding



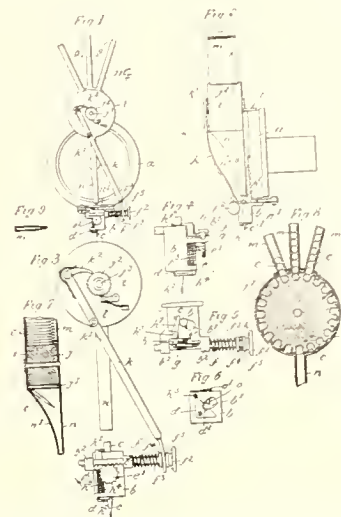
action of the reproducers in following the undulations of the groove. In the drawings, Figure 1 is a view in plan, illustrating the application of the invention to a well-known form of disc machine. Fig. 2 is a view in elevation thereof. Fig. 3 is a cross-sectional view taken on the line s<sup>3</sup> s<sup>3</sup> of Fig. 1; and Fig. 4 is a detail sectional view taken on the line s<sup>4</sup> s<sup>4</sup> of Fig. 1, showing in dotted lines the guides adjusted and the reproducers elevated thereby above the clear of the record.

SOUND-BOX. Joseph Gaynor, New York, N. Y. Patent No. 816,908.

This invention relates to an improved sound-

box for disc talking machines, for which it is necessary to frequently replace the needle engaging the record. The object of the invention is to provide means whereby the exchange of a new needle for the worn needle may be quickly effected in a simple manner and by a single manipulation.

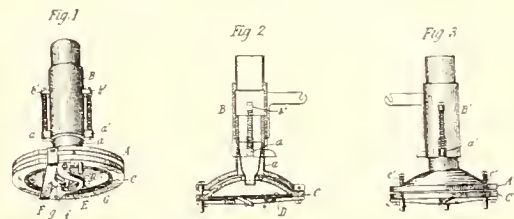
In the accompanying drawings, Figure 1 is a



front elevation of the improved sound-box; Fig. 2, a side view thereof; Fig. 3, an enlarged front view of the needle-operating mechanism; Fig. 4 a side view of the needle-holder; Fig. 5, a plan, partly in section, thereof; Fig. 6, a bottom view thereof with some of the parts omitted; Fig. 7, a detail of the needle-feeder; Fig. 8, an enlarged section thereof on line 8 8, Fig. 2; Fig. 9, a cross-section through the magazine on line 9 9, Fig. 1.

SOUND-REPRODUCING DEVICE. Henry P. Roberts, New York, N. Y. Patent No. 816,742.

This invention consists of a sound-recording device, and its principal object is to provide such

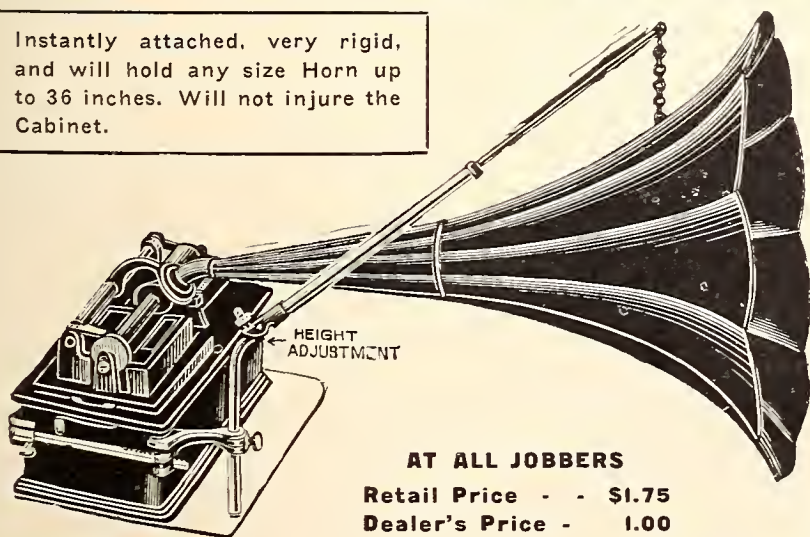


device or "speaker," as it is commonly called, as will be automatically adjustable for recording upon blank cylinders of different thicknesses. The invention consists in arranging the parts so that the diaphragm, with its recording-stylus, will be moved toward and from the blank cylinder in a position always parallel with itself (so that the stylus will always be presented at the same angle). The invention will best be understood by reference to the accompanying drawings. Figure 1 is a perspective of one form of my invention. Fig. 2 is a vertical section thereof, and Fig. 3 shows a modification.

MAGAZINE PHONOGRAPH. Cyrus C. Shigley, Hart, Mich. Patent No. 816,608.

This invention relates to improvements in magazine phonographs of the class illustrated and described in United States Letters Patent issued to Shigley on May 5, 1903, No. 727,002, and No. 773,164, dated October 25, 1904. The objects are, first, to provide in a magazine phono-

Instantly attached, very rigid, and will hold any size Horn up to 36 inches. Will not injure the Cabinet.



AT ALL JOBBERS

Retail Price - - \$1.75  
Dealer's Price - 1.00

## THE UNIVERSAL HORN CRANE

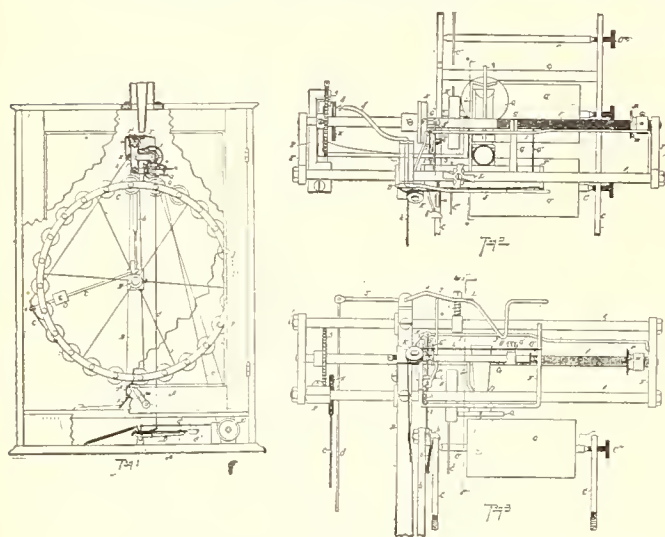
A Crane equally well adapted for Edison Phonographs and Columbia Graphophones. A novel, effective device for raising or lowering horn. Fully nickel-plated.

## IDEAL FASTENER CO.

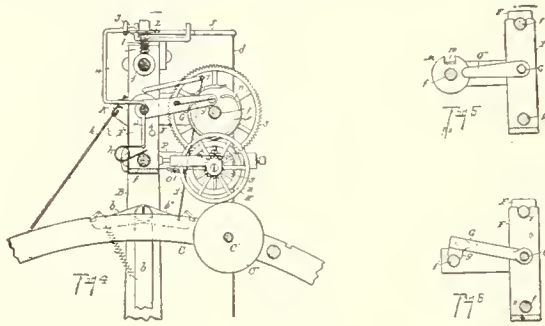
Horn Crane Dept., 2722 Third Ave. NEW YORK CITY



graph an improved means by which the record-rolls are automatically brought into position for the reproduction of the records and the reproducer automatically adjusted; second, to provide in a magazine phonograph an improved means by which any desired record may be brought into

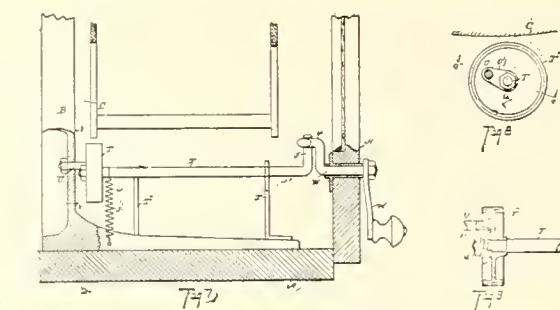


position for reproduction or the several records reproduced successively, as desired; third, to provide in a magazine phonograph an improved means by which the reproducing mechanism is automatically thrown into and out of engagement with the record-rolls; fourth, to provide in a magazine phonograph means by which the record magazine and the reproducer mechanism are actuated in proper relation to each other; fifth,

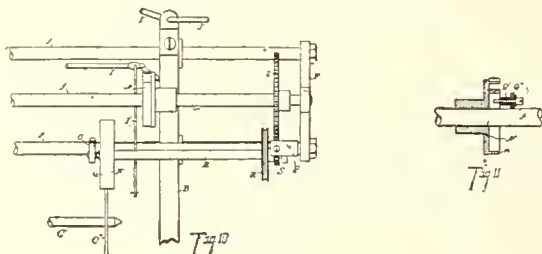


to provide in a magazine phonograph an improved means which may be readily adjusted so that two or more records will be reproduced upon the introduction of a single coin; sixth, to provide in a magazine phonograph means by which the bringing of the reproducer into engagement with the record-roll is timed so that the vibrations due to the adjustment of the magazine have practically ceased; seventh, to provide in a magazine phonograph an improved means for throwing the reproducer into and out of engagement with the record-roll.

A structure embodying the features of this



invention is illustrated in the accompanying drawings. Figure 1 is a side elevation view of my improved phonograph, portions of the casing being broken away and portions being shown in section to show the arrangement of the parts. Fig. 2 is an enlarged detail plan view of the mechanism removed from the casing. Fig. 3 is a detail elevation view looking from the right of Fig. 2. Fig. 4 is a transverse sectional view taken on a line corresponding to line 4-4 of Figs. 2 and 3. Fig. 5 is an enlarged sectional view through the reproducer carriage, showing the means of throwing the reproducer out of engagement with the record-roll and checking the carriage. Fig. 6 is a transverse sectional view through the reproducer carriage, showing the means for driving the same. Fig. 7 is an enlarged detail transverse sectional view through



the casing, showing the mechanism for adjusting the mechanism by hand. Fig. 8 is an enlarged detail sectional view taken on a line corresponding to line 8-8 of Fig. 7. Fig. 9 is a sectional view taken on a line corresponding to line 9-9 of Fig. 8. Fig. 10 is an enlarged detail elevation view showing the arrangement of the driving means for the record-rolls and of the trip-wheel N for throwing the reproducer into engagement with the record-roll and connecting the carriage with the driving shaft. Fig. 11 is an enlarged sectional view through the wheel N for throwing the reproducer into engagement with the record-roll and connecting the carriage with the driving shaft.

SOUND-BOX. Chas. G. Pritchard, Cleveland, O. Patent No. 818,119.

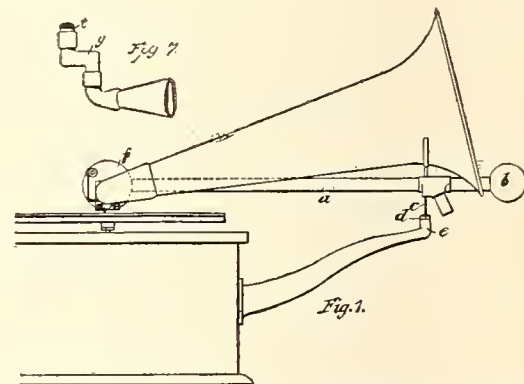
This invention relates to sound-boxes, and has for its object to provide in a simple and inex-

pensive construction means for storing and feeding styluses to the stylus tube or retainer, also means for securely retaining the stylus in place during the operation of the machine, also an improved form of resilient support for the stylus tube or retainer.

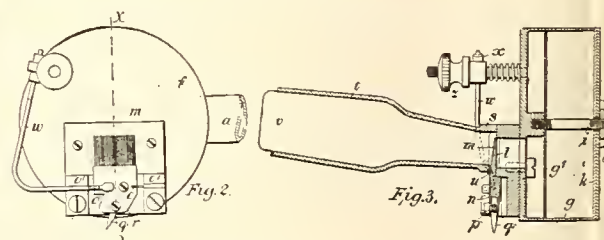
In the drawings, Fig. 1 represents a front elevation of a sound-box constructed in accordance with my invention. Fig. 2 represents a side elevation, partially in section, of the device shown in Fig. 1. Fig. 3 represents an enlarged sectional detail showing the construction of the stylus tube or retainer and of the support therefor. Fig. 4 represents an enlarged sectional view on the line 4-4 of Fig. 1, and Fig. 5 represents an enlarged sectional view on the line 5-5 of Fig. 1.

SOUND REPRODUCER OR INTENSIFIER APPLICABLE TO PHONOGRAPHS, GRAMOPHONES, ETC. Chas. A. Parsons, Newcastle-upon-Tyne, Eng. Patent No. 817,868.

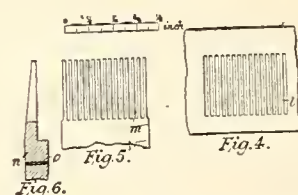
Mr. Parsons is aware that mechanically or automatically-operated valves with air or steam—such, for example, as sirens—have been pro-



posed and are in use for the production of sound. He is also aware that Edison proposed the use of an air relay and valve moved by a diaphragm operated by sound, the air from the valve operating a second diaphragm, and this in turn operating a microphone for the purpose of intensifying sound. Also several persons since that date have proposed and described air-relays and similar apparatus for the purpose of intensifying sound, such relays being operated either by a diaphragm moved by the sound-waves or by



phonograph or gramophone records. The present invention relates to the construction and proportioning of such valves or sound reproducers and intensifiers, so as to render them successful and efficient. Referring to the accompanying drawings, Figure 1 is a front elevation showing the general arrangement of my improvements as applied to a gramophone. Fig. 2 is an enlarged elevation of the compressed-air chamber and its connections, the pipe leading to the trumpet being removed, while Fig. 3 is a section on the line



X X, Fig. 2. Fig. 4 is an enlarged elevation of the stationary part of the valve, while Figs. 5 and 6 are respectively an enlarged elevation and sectional end view of the valve-cover. Fig. 7 is

## The Russell Hunting Record Co., Limited

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a plan view showing means for connecting the trumpet to the reproducer.

**MOLDING APPARATUS.** Edward L. Aiken, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 817,831.

This invention relates to apparatus for use in the molding of phonograph records, and preferably the molding process described in Patent No. 683,615, granted October 1, 1901, to Walter H. Miller and Jonas W. Aylsworth, wherein a hollow cylindrical mold bearing upon its interior surface a phonographic record in relief is dipped into molten material suitable for forming records, so that the wax or wax-like material congeals and forms a deposit upon the bore of the cylinder, whereupon the mold is then raised out of the tank containing the molten material and the congealed wax is reamed out while still warm. The mold being then chilled, the record contracts and may be drawn out from the mold by a relative longitudinal movement without injury to the record groove. In apparatus used heretofore for supporting the molds and raising and lowering the same it is common to support six mold-carriers side by side above a long tank, so that one operator can attend to the operation of six molds. The operation of such apparatus is as follows: The mold being in position to be lowered into the tank, the mold-carrier is allowed to descend by its own weight, slow and uniform motion being obtained by means of a dash-pot. The operator passes to the next mold, which has been immersed in the molten material the proper length of time to form a record, and raises the same by means of a rope passing over a pulley, the mold-carrier being held in its proper position by a sustaining hook. The operator then removes the mold from the carrier, inserts a fresh mold, and releases the mold-carrier, allowing the same to descend, as before described. He then passes on to the next mold-carrier, which is in its lowered position, and repeats the operations just described. In this manner he finishes up the row of six mold-carriers, and upon his return to the first a sufficient length of time has elapsed for the molding or congealing of the wax in the first mold, and the entire apparatus is in condition for a second cycle of operations exactly similar to the first. This manner of operating a molding apparatus requires a considerable expenditure of labor in raising the mold-carriers, so that after several hours of work operators do not generally work as rapidly as at first and the quantity of work turned out within a given time is diminished, even though the slowing up of the operator may be so slight as not to be noticeable. Furthermore, an indolent operator is at any time able to greatly reduce the number of records which the apparatus is capable of producing within a given time without the slowing up being very apparent. It is the object of this invention to provide an apparatus which will either produce the greatest possible number of records within a given time or else will indicate that it is not being operated at full capacity. Figure 1 is a side elevation, partly in section, of one form of device in which my invention may be embodied; and Fig. 2 is a front elevation, partly in section, of the same.

Fig. 1. Fig. 2. Fig. 3. Fig. 4. Fig. 5. Fig. 6. Fig. 7. Fig. 8. Fig. 9. Fig. 10.

TALKING MACHINE. Minard A. Possons, Cleveland, O. Patent No. 818,975.

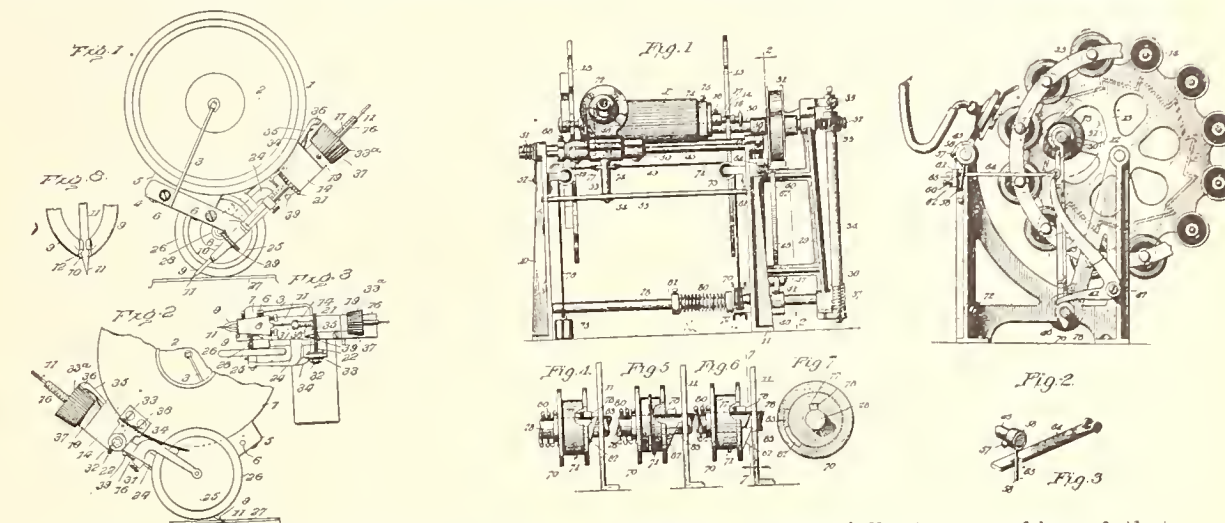
This invention relates to improvements in talk-

ing machines and to that class of machines in which a disc record is used and a metal stylus. One object of the invention is to provide an improved means for rotating the stylus while in contact with the record, whereby the reproducing point thereof is kept tapered or sharpened and permitting the same stylus or needle to be used continuously until it is too short for further

present invention involves a specific means for revolving the needle, involves means for automatically feeding the needle longitudinally, and also certain details of construction, neither of which is shown in my prior patent.

**PHONOGRAPH MACHINE.** Benjamin Dubinski, San Antonio, Tex. Patent No. 817,756.

This invention relates to sound-reproducing



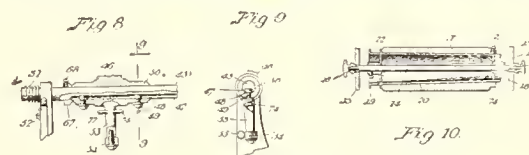
use. Another object is to combine with the rotating feature of the stylus or needle an automatic means for feeding the stylus longitudinally as it is worn away.

In the accompanying drawings, Figure 1 is a side elevation of my invention. Fig. 2 is a side elevation looking from the opposite side shown in Fig. 1. Fig. 3 is a top plan view of the mechanism which embodies my invention. Fig. 4 is a longitudinal sectional view taken through the adjustable needle and its co-operating mechanism. Fig. 5 is a sectional view at right angles to Fig. 4. Fig. 6 is an inverted plan view. Fig. 7 is a diagrammatic view showing the operation of the parts. Fig. 8 is an enlarged perspective view of the clamping-jaws for holding the adjustable needle.

United States Patent, No. 741,543, of October 13, 1903, shows and describes a rotatable needle and a certain form of means for rotating it. The

machines, and especially to a machine of that general class in which a plurality of records are presented successively to a single sound-box. The principal object of the invention is to improve and simplify the sound-box-traversing mechanism and insure uniformity of movement of the same at each operation, a further object in this connection being to provide for the movement of the sound-box away from the record at precisely the same point on each record. A further object of the invention is to provide for the returning of the carriage to its initial or starting position after each reproducing operation and to prevent premature return movement by so constructing the mechanism that the sound-box will be moved away from the record before the latter is released and allowed to start on its return movement.

A still further object of the invention is to provide for the accurate adjustment of the position of the sound-box with relation to the record



in order to prevent excessive inward movement of the sound-box and to provide means whereby the sound-box is yieldably held and is free to move outward to a greater or less extent during

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the reproducing operation; and another object of the invention is to improve the construction of the record-carriers and to provide means for locking the records from longitudinal movement on the carrying cylinders or mandrels.

In the accompanying drawings, Figure 1 is a front elevation of sufficient of a sound-reproducing machine to illustrate the application of the invention thereto. Fig. 2 is an end view of the same, partly in section, on the line 2 2 of Fig. 1. Fig. 3 is a detail perspective view of a portion of the sound-box-carrying shaft and the lever for rocking the same. Fig. 4 is a detail view, partly in section, of the mechanism for traversing the sound-box carriage during the reproducing operation. Figs. 5 and 6 are similar views of the same mechanism with the parts in different positions. Fig. 7 is a sectional elevation of the same on the line 7 7 of Fig. 6. Fig. 8 is a detail sectional view of a portion of the sound-box carriage and its rock-shaft. Fig. 9 is a transverse sectional view of the same on the line 9 9 of Fig. 8. Fig. 10 is a sectional view of one of the record-carrying mandrels, showing a record in position thereon.

#### A NEW HORN CRANE.

The Ideal Fastener Co., 2722 Third avenue, New York, have recently perfected a new horn crane for use with all horns up to the 36 in. size. According to a member of the trade, "this crane for durability, simplicity and general beauty in construction will win a position all its own, while a number of improvements are attached which will enable it to appeal strongly to the talking machine trade."

#### LOUD TO HANDLE TALKING MACHINES.

Robert L. Loud has purchased the business of P. A. Powers at 615 Main street, Buffalo, N. Y., jobbers of Edison and Victor talking machines and records, and he will launch a complete talking machine department in a short time, conducting both a wholesale and retail business.

#### REPRODUCING COPYRIGHT MUSIC.

**Famous White-Smith Co. Versus Apollo Co. Suit Up in the United States Circuit Court of Appeals—Of Interest to Makers of Talking Machine Records Owing to Judge Hazel's Comments in the Lower Court.**

Record manufacturers are familiar with the celebrated test case regarding the status of the perforated music roll with the copyright statute. The suit was brought by the White-Smith Music Publishing Co., Boston, against the Apollo Co., Chicago. Both complainants and defendants in the action are nominal, in order to finally adjudicate the reproduction of copyright music in connection with a mechanical or automatically playing instrument, in which category the talking machine is placed. Fully two years were consumed in taking testimony before argument was heard by Judge Hazel, United States Circuit Court, equity part, southern district of New York. His decision of June 21, 1905, held that a perforated roll was not a musical composition within the meaning and intent of the Copyright Act. The case was taken to the United States Circuit Court of Appeals for review, and was argued April 26 and 27 by learned counsel on both sides, and their opinion is now awaited with more than ordinary interest by music publishers, perforated roll makers and manufacturers of talking machine records. The latter are concerned with the outcome, particularly as Judge Hazel, in citing precedents, was not only greatly influenced by the decision, but coincided absolutely with the views of Judge Shepard, United States Circuit Court of Appeals (Stern against Rosey), who ruled that records did not infringe the statute, as follows:

"We cannot regard the reproduction, through the agency of a phonograph, of the sounds of musical instruments playing the music composed and published by the complainants, as the copy or publication of the same within the meaning of the act. The ordinary signification of the

words 'copying,' 'publishing,' etc., cannot be stretched to include it. It is not pretended that the markings upon waxed cylinders can be made out by the eye or that they can be utilized in any other way than as parts of the mechanism of the phonograph.

"Conveying no meaning, then, to the eye of even an expert musician and wholly incapable of use save in and as a part of a machine specially adapted to make them give up the records which they contain, these prepared waxed cylinders can neither substitute the copyrighted sheets of music nor serve any purpose which is within their scope. In these respects there would seem to be no substantial difference between them and the metal cylinder of the old and familiar music box and this, though in use at and before the passage of the copyright act, has not been regarded as infringing upon the copyrights of authors and publishers.

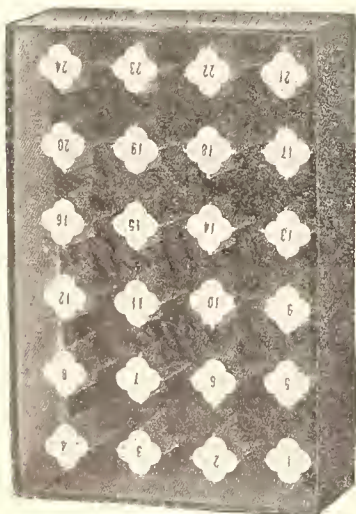
"This peculiar use, in either music box or phonograph, instead of copying the music in the sense of the copyright act, to the injury of the publisher, would rather seem analogous to that of one who having purchased the sheet music of the publisher proceeds to perform it continually in public for his own profit."

#### SOME FONOTIPIA LITERATURE.

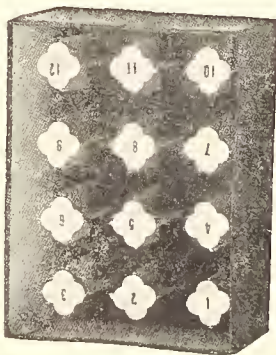
The Sociata Italiana di Fonotipia of Milan, whose English branch is located in London, have issued a very interesting catalogue containing portraits of the famous artists, both vocal and instrumental, who have made grand opera records for them. There is a biography of each artist, and mention of the special contributions. Sig. Bonci, who will sing in New York next season, is credited with sixteen numbers taken from the leading operas. These are made in duplex concert records, diameter 10¾ inches and 13¾ inches. This catalogue is handsomely printed in colors. The Fonotipia Co. have won the highest reputation in Europe for the remarkable excellence and fine quality of their creations.

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### The "Lynn" Record Holder FITS THE RECORD



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No. 6.

Made of heavy paper board and covered in imitation of black leather. They are strong and compact, with each standard bearing a boldly printed number, which corresponds with index on front of box. The constantly increasing demand for which testifies to their popularity with the trade.

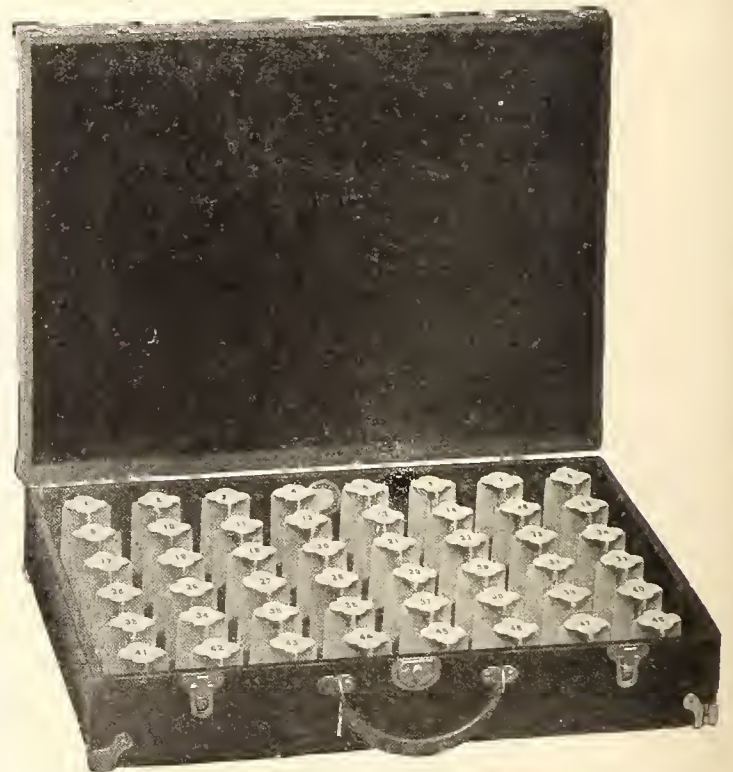
1 dozen size, No. 6; 2 dozen size, No. 66. With felt cushion and each wrapped in manila paper. 1 dozen size, No. B; 2 dozen size, No. BB. Similar to No. 6 and No. 66, but without felt or wrapper.

### OUR PATENTED STANDARD

permits placing a greater number of records in a given space, with less liability of breakage than any other method.

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### If you want the Best YOU WANT THE "LYNN"



CASES.

2 dozen, 4x6; 3 dozen, 6x6; 3 dozen, 4x9; 4 dozen, 6x8; 6 dozen double, 6x6; 6 dozen double, 4x9.

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J. M. LINSKOTT, Manager

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# RECORD BULLETINS FOR JUNE, 1906.

## NEW VICTOR RECORDS.

- No. Size
- ARTHUR PRYOR'S BAND.
- 4678 "Lights Out" March.....McCoy (10)
- 4646 Flora (A Twilight Serenade).....Mehden (10)
- 31521 La Feria—Suite Espagnole.....Lacome (12)
- 31527 Semiramide Overture.....Rossini (12)
- SOUSA'S BAND.
- 4699 Free Lance March.....Sousa (10)
- 31528 Free Lance March.....Sousa (12)
- VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
- 4674 March Lorraine.....Ganne (10)
- VICTOR DANCE ORCHESTRA.
- 31522 Valse Ideale.....Grehg (12)
- TROMBONE SOLO BY MR. ARTHUR PRYOR, WITH ORCH.
- 4680 The Low Back'd Car.....Lover (10)
- THE OSSMAN-DUDLEY TRIO.
- (Banjo, Mandolin and Harp Guitar.)
- 4679 Dixie Girl—March and Two-Step.....Lampe (10)
- BANJO SOLO BY VESS L. OSSMAN, WITH ORCHESTRA.
- 4628 The Buffalo Rag.....Turpin (10)
- XYLOPHONE SOLO BY PETER LEWIN, WITH ORCH.
- 31510 American Tunes—Medley.....(12)
- PICCOLO SOLO BY DARIUS LYONS
- Accompanied by Pryor's Band.
- 31523 Maid of Dundee (Bonnie Sweet Bessie).....(12)
- TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.
- 4681 Heaven is My Home.....Savage (10)
- TENOR SOLO BY RICHARD J. JOSE, WITH ORCH.
- 31513 The Blind Boy.....(12)
- BARITONE SOLOS BY ALAN TURNER, WITH ORCH.
- 4676 The Rosary.....Nevin (10)
- 31517 The Letter Song.....Messenger (12)
- TENOR SOLO WITH YODEL BY GEORGE P. WATSON
- WITH ORCH.
- 4673 Lauterbach.....(10)
- VICTOR BRASS QUARTETTE.
- 4675 The Day of the Lord.....Kreutzer (10)
- "DUTCH" SPECIALTY BY MISS ADA JONES, WITH ORCH.
- 4686 Henny Klein.....Schwartz (10)
- CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.
- 4682 In the Gloaming.....Harrison (10)
- COMIC SONG BY EDWARD M. FAVOR, WITH ORCH.
- 4683 Pocahontas.....Bryan and Edwards (10)
- SONGS BY BILLY MURRAY, WITH ORCH.
- 4684 You Look Awful Good to Father—From "The Umpire".....(10)
- 4698 Let Me See You Smile.....Fischer (10)
- MIXED QUARTETTES BY THE LYRIC QUARTETTE WITH
- ORCHESTRA AND CHIMES.
- 4690 Evening Chimes.....Emerson (10)
- 31524 Incline Thine Ear to Me.....Himmel (12)
- DUELS BY COLLINS AND HARLAN, WITH ORCH.
- 4677 Traveling.....Botsford (10)
- 4687 Anxious.....Kendis and Paley (10)
- RECITATION BY EDGAR L. DAVENPORT.
- 4701 Jim Bludsoe.....John Hay (10)
- DESCRIPTIVE SPECIALTY BY SPENCER AND WATSON, WITH
- ORCH.
- 31525 The Happy German Twins.....Spencer (12)
- IRISH SONG BY ARTHUR COLLINS, WITH ORCH.
- 4685 Nora, My Irish Rose.....Caldwell (10)
- DUET BY MISS MORGAN AND MR. STANLEY, WITH ORCH.
- 31526 The Moon Has His Eye on You.....Von Tilzer (12)
- DUET BY MISS NELSON AND MR. STANLEY, WITH ORCH.
- 5688 We'll Wander in the Bright Moonlight.....(10)
- HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH.
- 4689 When the Roll is Called up Yonder.....Black (10)
- BARITONE SOLOS BY GUSTAVE BERL-RESKY, WITH ORCH.
- 4697 Di Provenza il Mar—La Traviata.....Verdi (8)
- (Hath Thy Home in Fair Provence.)
- 4700 Tosca divina!—Tosca.....Puccini (10)
- (Divine Tosca.)
- TENOR SOLOS IN GERMAN BY EMIL MUENCH, WITH ORCH.
- 4440 Lorelei.....(8)
- 4691 Der Tannenbaum.....Zarnack (10)
- TWELVE NEW EIGHT-INCH RECORDS.
- SOUSA'S BAND.
- 4699 Free Lance March.....Sousa (8)
- ARTHUR PRYOR'S BAND.
- 4678 "Lights Out" March.....McCoy (8)
- 4693 The Baby Parade.....Pryor (8)
- VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
- 674 March Lorraine.....Ganne (8)
- 4694 Don't Be Cross Waltz.....Zeller (8)
- SONG BY MISS ADA JONES, WITH ORCH.
- 4686 Henny Klein.....Schwartz (8)
- BARITONE SOLO BY ALAN TURNER, WITH ORCH.
- 4567 The Heart Bow'd Down.....Balfe (8)
- BASS SOLO BY FRANK C. STANLEY, WITH ORCH.
- 4457 Rocked in the Cradle of the Deep.....(8)
- DUET BY MISS MORGAN AND MR. STANLEY, WITH ORCH.
- 4696 The Moon Has His Eye on You.....Von Tilzer (8)
- SONG BY BILLY MURRAY, WITH ORCH.
- 4698 Let Me See You Smile.....Fischer (8)
- DESCRIPTIVE SPECIALTY BY SPENCER AND WATSON, WITH
- ORCH.
- 4695 The Happy German Twins.....Spencer (8)
- MALE QUARTETTE BY THE HAYDN QUARTETTE.
- 109 Nearer My God to Thee.....Mason (8)
- DUET BY MARCELLA SEMBRICH AND ANTONIO SCOTTI WITH
- ORCH.
- 89002 Don Pasquale—Duetto (Norina ed Malatesta
- Donizetti (12)
- DUET BY ENRICO CARUSO AND ANTONIO SCOTTI, WITH
- ORCH.
- 89001 La Forza del destino—Duetto.....Verdi (12)
- LUETS BY EMMA EAMES AND EMILIO LE GORZA, WITH
- ORCH.
- 89003 La dove prende (Magic Flute).....Mozart (12)
- 89004 Crucifix.....Faure (12)
- 89005 La ci darem la mano ("Give me thy hand,
- O Fairest") Don Giovanni.....Mozart (12)
- BASS SOLO BY POL PLANCON, WITH ORCH.
- 85099 Noel (Christmas Song).....Adolfe Adam (12)
- BARITONE SOLO BY EMILIO DE GORZA, WITH ORCH.
- 74043 Roi di Lahore—Aria. ("Promesse di Mon
- Avenir—"Oh, Promise of a Joy Di
- vine").....Massenet (12)
- BASS SOLOS BY MARCEL JOURNET, WITH ORCH.
- 74038 Les Deux Grenadiers.....Schumann (12)
- 74036 Serenade Mephistopheles—Faust.....Gounod (12)
- VIOLONCELLO SOLO BY JOSEF HOFFMAN, WITH ORCH.
- 74044 Traumerei.....Schumann (12)
- FOURTEEN RECORDS BY ADELINA PATTI.
- 95029 Home, Sweet Home.....Sir Henry Bishop (12)
- 95030 The Last Rost of Summer.....Thomas Moore (12)
- 95031 Robin Adair.....(12)
- 95032 Comin' Thro' the Rye.....(12)
- 95033 Old Folks at Home.....Foster (12)
- 95034 Within a Mile of Edinboro' Town.....(12)
- 95035 Kathleen Mavourneen.....Crouch (12)
- 95036 Si vous n'avez rien a me dire de Rothschild
- (12)
- 95037 Jewel Song—Faust.....Gounod (12)
- 95038 La Serenata.....Tosti (12)
- 95039 Ratti Ratti—Don Giovanni.....Mozart (12)
- 95040 Fur Dicesse.....Loti (12)
- 95041 Voi che Sepete—Nozze di Figaro.....Mozart (12)
- 95042 On Parting.....Adelina Patti (12)

## NEW COLUMBIA 10-INCH DISC RECORDS.

- COLUMBIA BAND.
- 10302 Otello—Potpourri.....Verdi
- PRINCE'S MILITARY BAND.
- 3380 Enchantment Waltz—Valse Enchantée.R. Breger
- BANDA ESPANOLA.
- 5460 Power of the Press March—El Cuarto Poder....
- 5461 The Angelic Schottische—Para los Angeles....
- 5462 The Emblem of Peace March—El Emblema de la
- Paz.....
- COLUMBIA ORCHESTRA.
- 40880 Two Little Fiches—Die beiden kleinen Fink-
- en, Corner Duet, Orch. accom.....
- 40948 Musical Snapshots—Musikalische Momentauf-
- nahmen, Potpourri. Latest Berlin hits; very
- catchy.....
- Comic Song by Lew Dockstader, the Greatest American
- Minstrel.
- 3386 Uncle Quit Work Too.....Baritone; Piano accom.
- BARITONE SOLOS.
- 3378 Dearie.....George Alexander; Orch. accom.
- 3385 The Ghost of a Banjo Coon (Coon song).....
- Arthur Collins; Orch. accom.
- 3387 Sleep Little Baby Mine—Lullaby.....
- William Fredericks; Piano
- 3390 Virginia Song from "George Washington, Jr."
- J. W. Myers; Orch. accom.
- 3391—Don't Notice Me—Coon song.....
- Bob Roberts; Orch. accom
- 3392 By the Light of the Honey-moon.....
- Frank C. Stanley; Orch. accom.
- 3393 Moon Dear—From "A Society Circus".....
- Frank C. Stanley; Orch. accom.
- 25974 Speed On, My Bark, Speed On.....
- Horatio Connell, London; Piano accom.
- TENOR SOLOS.
- 3388 You're a Grand Old Rag.B. Murray; Orch. accom.
- 3389 Cheyenne (Shy Ann)—From "The Earl and
- the Girl". Billy Murray; Orch. accom.
- 3394 Girl of Pearl—Waltz Song.H. Burr; Orch. accom.
- 3395 In a Hammock Built for Two.....
- Henry Burr; Orch. accom.
- 3396 I Like Your Way.....A. Campbell; Orch. accom.
- 3397 We Parted as the Sun Went Down.....
- Albert Campbell; Orch. accom.
- 3398 Keep on the Sunny Side.....
- Byron G. Harlan; Orch. accom.
- 3399 Anxious—New Novelty song.....
- Harry Tally; Orch. accom
- 3400 Can't You See I'm Lonely.....
- Harry Tally; Orch. accom.
- 26002 You Can't Blame Me for That—Comic.....
- Geo. D'Albert, London; Orch. accom.
- CONTRALTO SOLOS.
- 3401 Sweet Hour of Prayer—Sacred.....
- 3402 'Tis But a Little Faded Flower.....
- Mrs. A. Stewart Holt; Piano accom.
- SOPRANO SOLO.
- 25939 The Angels Serenade—Braga—Mme. de Pas-
- quali, London; Piano accom., violin obligato
- BARITONE AND TENOR DUETS.
- 3383 Traveling.....Collins and Harlan; Orch. accom.
- 3384 When Mose with His Nose Leads the Band....
- Collins and Harlan; Orch. accom.
- VOCAL QUARTETTE, (MALE VOICES).
- 3381 A Call to Arms—Descriptive.....
- Columbia Quartette; Piano accom.
- 3382 In Old Madrid.....Columbia Quartette, unacom.
- IRISH VAUDEVILLE SKETCH.
- 3403 Maggie Clancy's New Piano.....
- Miss Ada Jones and Len Spencer; Piano accom.
- Columbia Operatic Records by Great Artists at Popular
- Prices.
- BARITONE SOLO.
- 12507 Bajazzo—Prologue, "Il Pagliacci".....Leoncavallo
- Sung in German by A. Moser, Royal Opera, Vienna;
- Piano accom.
- TENOR SOLO.
- 10008 Faust's Beautiful Easter Aria—From first act
- of Meistopole (Dia campi dai prati).....Boito
- Sung in Italian by Oreste Mieli, Scala Theatre, Milan;
- Piano accom.
- NEW COLUMBIA 12-INCH DISC RECORDS.
- BARITONE SOLOS.
- 30016 The Hanging of Danny Deever.....
- David Bispham; Piano accom.

Music by Walter Damrosch; words by Rudyard Kipling.

30017 The Holy City—Stephen Adams.....

George Alexander; Orch. accom.

SOPRANO SOLO.

30022 Killarney—Balfe.....Miss R. Vincent; Piano accom.

## NEW COLUMBIA "XP" CYLINDER RECORDS

- BANDA ESPANOLA.
- 40322 Zacatecas March.....
- 40323 Zaragoza March.....
- 40325 March "From Torreon to Lerdo".....
- 40326 Power of the Press March—El Cuarto Poder....
- COLUMBIA ORCHESTRA.
- 32929 A Trip to the Races (Descriptive).....H. A. Yerkes
- PRINCE'S ORCHESTRA.
- 32930 Woodland Songsters—Waltz.....C. H. Ziehrer
- Comic Songs by Lew Dockstader, the Greatest American
- Minstrel.
- 32927 Everybody Works but Father.....Piano accom.
- 32937 Uncle Quit Work Too.....Piano accom.
- BARITONE SOLOS.
- 32928 Dearie.....George Alexander; Orch. accom.
- 32936 The Ghost of a Banjo Coon—Coon song.....
- Arthur Collins; Orch. accom.
- 32938 Don't Notice Me—Coon song.....
- 32939 You Look Awfully Good to Father.....
- Bob Roberts; Orch. accom.
- 32940 Moon Dear—From "A Society Circus".....
- Frank C. Stanley; Orch. accom.
- TENOR SOLOS.
- 32941 We Parted as the Sun Went Down.....
- Albert Campbell; Orch. accom.
- 32942 Keep on the Sunny Side.....
- Byron G. Harlan; Orch. accom.
- 32943 Is There Any Room in Heaven for a Little
- Girl Like Me?.....Byron G. Harlan; Orch. accom.
- 32944 Cheyenne (Shy Ann)—From "The Earl and
- the Girl".....Billy Murray; Orch. accom.
- 32945 Anxious—New novelty song.....
- Harry Tally; Orch. accom.
- 32946 Can't You See I'm Lonely.....
- Harry Tally; Orch. accom.
- BARITONE AND TENOR DUETS.
- 32933 Traveling.....Collins and Harlan; Orch. accom.
- 32934 When Mose With His Nose Leads the Band....
- Collins and Harlan; Orch. accom
- BARITONE AND CONTRALTO DUET.
- 32935 I Was Just Supposing—From "Mexicana".....
- Miss Corinne Morgan and F. C. Stanley;
- Orch. accom.
- VOCAL QUARTETTE (MALE VOICES).
- 32931 A Call to Arms—Descriptive.....
- Columbia Quartette; Piano accom.
- 32932 In Old Madrid.....Columbia Quartette; unacom.
- IRISH VAUDEVILLE SKETCH.
- 32947 Maggie Clancy's New Piano.....
- Ada Jones and Len Spencer; Piano accom.
- VAUDEVILLE SKETCH.
- 32948 Mrs. Hiram Offen Engaging Bridget O'Sullivan
- Emma Forbes and Steve Porter
- TALKING RECORD (Descriptive).
- 32949 Flanagan's Night Off.....Steve Porter

## INTERNATIONAL RECORD CO.

- METROPOLITAN BAND OF NEW YORK.
- 3006 Free Lance March.....Sousa
- Specially arranged by G. Peluso.
- 3007 Selections from "The Bohemian Girl".....Balfe
- 3008 Overture—Smiles and Tears of Berlin.....
- 3009 The Flag of Victory March.....
- 3010 Gems of Southern Songs.....
- 3014 International Medley.....
- 3015 Peacemaker March—Dedicated to the President.
- XYLOPHONE SOLOS BY MR. J. WOLFE, WITH ORCH. ACCOM.
- 3016 Somebody's Sweetheart, I Want To Be.....
- 3017 Favorite Polka.....
- ORIGINAL NEGRO SONGS AND SHOUTS BY BILLIE GOLDEN,
- WITH ORCH. ACCOM.
- 3019 Turkey and the Straw.....
- 3020 Roll on de Groun.....
- 3021 Mixed Ale Party.....
- 3022 Bye, Bye, Bye Ma Honey.....
- 3023 Yaller Gal.....
- 3024 Siseretta's Engagement—Golden's latest in
- which he describes in his quaint negro dia-
- lect, a meeting between Siseretta, who is
- about to be married, and her brother).....
- 3025 Rabbit Hash.....
- BARITONE SOLOS BY ALAN TURNER, PIANO ACCOM.
- 3026 Down the Vale.....
- 3027 Serenade.....Schubert
- 3028 The Heart Bow'd Down.....Balfe

# THE UDELL CATALOG



No. 522  
Holds 250 Records

shows the largest and best selling  
selection of

## DISC AND CYLINDER RECORD CABINETS MADE

### Don't Take Our Word For It.

Write for our catalog and see for  
yourself why you should sell these  
high grade cabinets. The rich finish  
and artistic designs give them prefer-

ence over all others.  
They go into the finest homes and  
look their best in the most magnificent  
surroundings.

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Cent** to get this catalog put on  
your desk.

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In Profits** for you if you do. Just  
send a postal for a Udell Catalog.

**THE UDELL WORKS**  
1210 W. Twenty-Eighth Street  
INDIANAPOLIS, U. S. A.



- 3029 Oh, Promise Me—From "Robin Hood".....  
 BARITONE SOLOS BY DAN W. QUINN, WITH ORCH. ACCOM.  
 3030 On the Shady Side of Broadway.....  
 3031 If the Man in the Moon Were a Coon.....  
 3032 Julia, My Jewel.....  
 3033 I'm Getting Ready for My Mother-in-law.....  
 3034 All Over Town.....  
 3035 Football—From "Wizard of Oz".....  
 3036 Sitting Bull—From "Wizard of Oz".....  
 3037 An Irish Man.....  
 3038 When Mose with His Nose Leads the Band.....  
 VAUDEVILLE SKETCH BY LEN SPENCER AND GEO. P. WATSON, WITH ORCH. ACCOM.  
 3039 The Happy German Twius.....  
 We are the first to list this and it is an exceptionally fine record.  
 YODEL SONGS BY GEO. P. WATSON, WITH ORCH.  
 3040 Hi Le, Hi Lo—German Hunter Song.....  
 3041 Lauter Bach.....  
 3042 Medley of Emmett's Yodels.....  
 3043 Does Your Mutter Know You're Out.....  
 CORNET SOLOS BY J. DOLAN, WITH ORCH. ACCOM.  
 3044 Crystal Beach Polka.....  
 3045 Fantasia of Irish Airs.....  
 BARITONE AND SOPRANO DUET BY WM. FREDERICKS AND ELLEN STRANG, ORGAN ACCOM.  
 3046 Onward, Christian Soldiers.....  
 BARITONE SOLO, SACRED HYMN, BY WM. FREDERICKS, WITH ORGAN ACCOM.  
 3047 Softly Now the Light of Day.....  
 SOPRANO SOLO, VIOLIN OBLIGATION BY MISS ELLEN STRANG.  
 3048 Ave Maria.....  
 VAUDEVILLE SKETCHES BY SPENCER AND JONES.  
 3049 Louisa Schmidt.....  
 3050 Won't You Fondle Me.....  
 3051 Ials.....  
 3052 Mandy and Her Man.....  
 3053 Hans and Gretchen.....  
 3054 Maggie Clancy's New Piano.....  
 3056 Flannigan's Night Off.....  
 BARITONE SOLOS BY DAN W. QUINN, WITH ORCH.  
 3057 Coming Home from Coney Island.....  
 3058 On the Pier at Dreamland.....  
 This piece is destined to become as popular as "In the Good Old Summer Time." We are the first to list these records.

## LATEST ZON-O-PHONE RECORDS.

## ZON-O-PHONE CONCERT BAND.

- 451 Liberty Bell—March.....John Philip Sousa  
 452 Love in Idleness—A Sereuade.....  
 453 Marching Through Georgia.....  
 454 Tally Ho—Gallop, with effects.....  
 455 Washington Gray's March.....  
 HAGER'S ORCHESTRA.  
 456 Darkies Tickle—Combination of mirth and melody.  
 457 Germany Forever.....  
 458 Hunting Scene—Descriptive.....  
 459 "Mlle Modiste"—Selection.....  
 460 Spring Blossoms—Caprice Gavotte.....  
 REED ORCHESTRA.  
 461 Heartsease—Beautiful number.....  
 CLARINET SOLO BY THEO. PUSSINELLI, ORCH. ACCOM..  
 462 Louisa di Montfort.....  
 WHISTLING SOLO BY JOE BELMONT, WITH ORCH. ACCOM..  
 463 Independentia March.....  
 DESCRIPTIVE VOCAL SELECTION BY LEN SPENCER.  
 464 Flogging Scene from "Uncle Tom's Cabin".....  
 SONGS WITH ORCHESTRA ACCOMPANIMENT.  
 465 The Armourer's Song.....Frank C. Stanley  
 466 Everyone is in Slumberland but You and Me.....  
 Billy Murray  
 467 Goody-Bye, I'll See You Some More.....Bob Roberts  
 468 Honey, Won't You Love Me Like You Used To.....  
 Collins and Harlan  
 469 I'll Sing Thee Songs of Araby.....Alan Turner  
 470 I'm Satisfied.....Bob Roberts  
 471 I'm Trying to Find a Sweetheart.....Harry Tally  
 472 It's All For You.....Collins and Harlan  
 473 Mandy and Her Man.....Len Spencer and Miss Jones  
 474 One Called Mother and the Other Home, Sweet Home.....Byron G. Harlan  
 475 Songs My Mammy Sang to Me.....Miss Ada Jones

## EDISON GOLD MOULDED RECORDS.

Advance List for July, 1906.

Records listed below will be shipped from Orange in time to reach all jobbers in the United States and Canada before June 27th, all things being favorable, but they must not be placed on sale by jobbers or reshipped to dealers before 8 a. m. on June 27th. Supplements, Phonograms and Bulletins will be shipped with Records, and these also must not be distributed in any manner before June 27th.

- 9290 Charge of the Hussars (Spiudler).....  
 Edison Concert Band  
 9291 In Happy Moments (Wallace) Ballad from "Maritana," Orch. accom.....Alan Turner  
 9292 It's Up to You to Move (Rogers) Coon song, Orch. accom.....Collins and Harlan  
 9293 Sailor's Hornpipe Medley (Original) violin solo, introducing "Sailor's Hornpipe," "Paddy Whack," (jig), "Haste to the Wedding," (country dance), and "Pickett's Hornpipe," Orch. accom.....Leopold Moeslein  
 9294 Virginia Song (Cohan) As sung by Ethel Levey in "George Washington, Jr." Orch. accom.....Miss Ada Jones  
 9295 Everybody Gives Me Good Advice (Kendis and Paley) New coon song by the writers of "Sympathy," Orch. accom.....Bob Roberts  
 9296 Here's to Our Absent Brothers (Helf) Descriptive song, introducing male quartette and other incidental effects. Fraternally inscribed by the composer to his brother Elks, Orch. accom.....Byron G. Harlan  
 9297 Nibelungen March (Wagner-Sonntag) Adapted from Richard Wagner's Nibelungen Ring, "Rheingold," "The Valkyrie," "Siegfried," and "Götterdämmerung,"....Edison Mil. Band  
 9298 I Like Your Way (Witt) Sentimental Waltz song, Orch. accom.....Harry MacDonough  
 9299 Why Don't You Try (Van Alstyne) Soprano and tenor conversational duet, Orch. accom.....Miss Hoy and Mr. Anthony  
 9300 If Washington Should Come to Life (Cohan) Song hit from "George Washington, Jr.," Orch. accom.....Billy Murray  
 9301 My Little Dutch Colleen Medley (Original) Xylophone solo, introducing "My Little Dutch Colleen," "Henny Klein," "What's the Use of Knocking," and "Moving Day," Orch. accom.....Albert Benzler  
 9302 Here it Comes Again (Williams) Coon song from Williams and Walker's new musical creation "Abyssinia," Orch. accom.....A. Collins  
 9303 Lonesome Little Maid (Solman) Sentimental song by the writers of "Little Girl You'll Do," Orch. accom.....Irving Gillette  
 9304 Is My Name Written There? (Davis) Gospel Hymn, Orch. accom.....Anthony and Harrison  
 9305 Dance of the Nile Maidens (Losey).....  
 Edison Concert Band  
 9306 Nothing Like that in Our Family (Furth) Comic song, Orch. accom.....Will F. Denny

- 9307 I Want What I Want When I Want It (Victor Herbert) Song hit from "Mlle. Modiste," Orch. accom.....Frank C. Stanley  
 9308 Chas. T. Ellis' Baby Song (Ellis) German dialect yodel song, Orch. accom.....Geo. P. Watson  
 9309 Passion—Intermezzo (Hager).....  
 Edison Symphony Orchestra  
 9310 Good-Bye, Mister Greenback (Allen) Coon song by the composer of "Any Rags," Orch. accom.....Edward Meeker  
 9311 Maggie Clancy's New Piano (Original) Vaudeville sketch, with incidental effects.....  
 Miss Ada Jones and Len Spencer  
 9312 Where the Morning Glories Twine Around the Door (Von Tilzer Male quartette, Orch. accom.....Edison Male Quartette  
 9313 Flying Arrow (Holzman) "Intermezzo Indienne" by the composer of "Uncle Sammy March," "Blaze Away March" and "Yankee Grit March".....Edison Military Band

## AMERICAN RECORD CO.'S BULLETIN NO. 4.

- AMERICAN SYMPHONY ORCHESTRA.  
 031339 Over the Hot Sands—Arab Patrol.....  
 Dedicated to the Ancient Arabic Order of the Nobles of the Mystic Shrine. Popular interest is manifested in the Shriners just now on account of their annual pilgrimage, which this year is being made to the Shrine in Los Angeles, Cal. As an orchestra selection this number will appeal to all alike, whether a member of the Masonic Order or not. But to those who have "crossed the hot sands" the instinctive impulse, when hearing it, will be to "Hold on to the Rope."  
 REGIMENTAL BAND OF THE REPUBLIC.  
 031332 Boston Commandery March.....  
 031333 Come, Come, Caroline.—A new two-step imported from Paris.  
 031334 Silence and Fun—An eccentric bit of rag-time.  
 031335 Up the Street—One of the favorite marches at Harvard.....  
 AMERICAN SYMPHONY ORCHESTRA.  
 031336 Gambrinus Polka—A fine record of this well-known polka, with effects.....  
 031337 La Solree Waltz.....  
 031338 King Carnival March Orchestra.....  
 CORNET SOLO, ORCH. ACCOM..  
 031340 Riding Through the Glen—Song and dance with clogs.....  
 ARTHUR COLLINS, ORCH. ACCOM..  
 031341 The Ghost of the Banjo Coon.....  
 031342 The Parson and the Turkey.....  
 By the author of the "Preacher and the Bear." A rag-time tale of the Parson's temptation. He was riding to the meeting house on his old mule "Maud." A nice fat turkey crossed the road and Maud stood still to argue with the Parson about it. Their conversation is laughable.  
 031343 What's the Use of Knocking When a Man is Down?.....  
 COLLINS AND HARLAN, ORCH. ACCOM..  
 031344 Little Red Papoose.....  
 031345 Out in an Automobile.....

- BYRON G. HARLAN, ORCH. ACCOM..  
 031346 Keep on the Sunny Side.....  
 HARLAN AND STANLEY.  
 031347 Two Rubes and a Tramp Fiddler.....  
 HOWARD BLACKBURN, ORCH. ACCOM..  
 031348 Absence Makes the Heart Grow Fonder.....  
 FRANK C. STANLEY, ORCH. ACCOM..  
 031349 When the Mocking birds are Singing in the Wildwood.....  
 STANLEY AND BURN, ORCH. ACCOM..  
 031350 The Crucifix—Celebrated anthem by Fanre.....  
 VASSAR GIRLS' QUARTETTE.  
 031351 A Mother's Lullaby—A sweet little cradle song.  
 HARRY TALLY, ORCH. ACCOM..  
 031352 Smile on Me.—Sentimental ballad.....  
 BILLY MURRAY, ORCH. ACCOM..  
 031353 I Want Somebody to Love—A negro love ditty.  
 STEVE PORTER, ORCH. ACCOM..  
 031354 I Wish They'd Do It Now.....  
 LEN SPENCER—DESCRIPTIVE.  
 031355 Arkansas Traveller.....  
 7-INCH RECORDS. 35 CENTS.  
 184 Belle of Chicago—Band.....  
 185 Manhattan Beach March—Band.....  
 186 King Carnival March—Orchestra.....  
 187 Oriental Echoes—Orchestra.....  
 188 The Whistler and His Dog—Joe Belmont. Orch. accom.....  
 189 Is Everybody Happy?.....Collins; Orch. accom..  
 190 Sousa's Band is on Parade To-day.....  
 Collins and Harlan; Orch. accom..  
 191 You're a Grand Old Rag. B. Murray; Orch. accom..  
 192 When Mose with His Nose Leads the Band.....  
 Billy Murray; Orch. accom..  
 193 Good-bye, Sweet Maggie Doyle.....  
 Billy Murray; Orch. accom..  
 194 Let Me White What I Never Dared to Tell.....  
 Byron G. Harlan; Orch. accom..  
 195 In the Golden Autumn Time, My Sweet Elaine.....  
 Quartette

## TO TEACH CORNET BY TALKER.

The Conn Musical Instruction Co., of Elkhart, was incorporated with the Secretary of the State of Indiana last week, with a capital stock of \$5,000 for the purpose of conducting a music school by means of the Crean system of cornet instruction, which utilizes the talking machine. Those interested are: C. G. Conn, Stephen Crean, W. J. Gronert and A. E. Clarke. Messrs. Crean and Clarke are well-known cornetists, who have moved from Chicago and will be in active charge of the enterprise.



## THE MELLO-TONE

Makes a Musical Instrument out of a Talking Machine.

The addition of the Mello-Tone perfects the Disc Talking Machine and makes it an enjoyable Musical Instrument for the home and parlor.

With the use of regular Victor Needles and the Mello-Tone everything that is on a record is brought out clear and distinct, though in soft mellow tones that are simply perfect. The Mello-Tone is easily attached or removed. Nothing to get out of order and will last as long as the machine does.

For the Victor and Zon-o-phone Machines only.

FOR SALE BY ALL LEADING JOBBERS

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## The Imperial Record

which, as everybody knows, is the best made,

is now retailed at

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JAMES I. LYONS

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## Mr. Dealer:

The success of your talking machine business depends upon the ability of your jobber to give you prompt service

"OUR DEALERS SUCCEED"

We job all makes of machines and records

Send for our complete alphabetically arranged list of all makes of records.



## NEW RECORD DISTRIBUTING SYSTEM

Inaugurated for Jobbers by the Columbia Phonograph Co. General—Working Admirably.

Although the new system for the distribution of records to jobbers was outlined to the trade about the first of the year by the Columbia Phonograph Co., General, wholesale department, it did not actually go into effect until the April samples were sent out. The arrangement, which was adopted after mature consideration, is of the clockwork kind, working smoothly and accurately, and giving great satisfaction to the trade. The explanatory circular issued by the company follows:

"A new system for the distribution of records on the monthly supplements has been adopted, and went into effect with the April supplement. It is substantially as follows: 1. On the 1st we sent to each jobber, and to such others as may be indicated by their advance lists of the selections to appear on the supplement, dated two months hence. 2. Sample records will be shipped on orders to be entered by us to each jobber, and to such dealers as may be indicated by them, as follows: Shipment on the 20th to destinations west of the Mississippi River, and on the 25th to destinations east of the Mississippi River. In the case of each jobber who does not request additional samples, the shipment will consist of one record of each selection. This will be increased,

within reasonable limits, upon application, to permit sending samples to dealers. Shipment will be made via express, marked "samples." Orders will be entered for shipment of samples to dealers only after receipt of specific request from jobbers. These requests must be made by letter, and not by formal shipping order. A separate letter must be sent for each dealer. The original letter will suffice for each succeeding month until further notice.

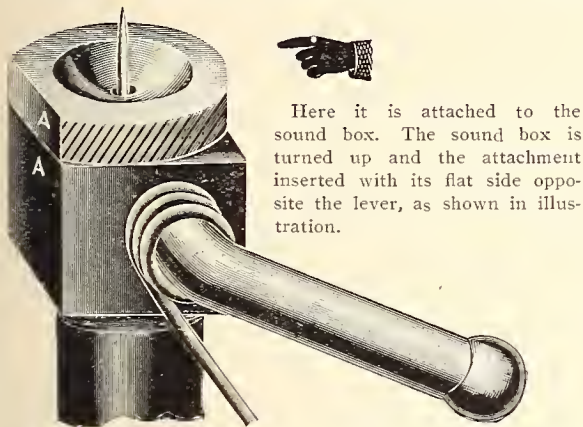
"3. Immediately upon receipt of sample records, each jobber will send their initial order. These orders must (A) be marked below the shipping instructions and above the items, "Initial stock order for April records"; (B) include the quantity of supplemental lists desired; (C) not call for any other records or goods; (D) be absolutely correct in all respects; (E) be in our hands not later than the 14th of the month.

"On orders complying with these conditions, we will make shipment not later than the 10th of the month, to destinations west of the Mississippi River, and on the 15th to destinations east of the Mississippi River.

"4. On initial orders the supplemental lists will be shipped with the records. 5. Records to be placed on retail sale by jobbers the 28th of the month, not before."

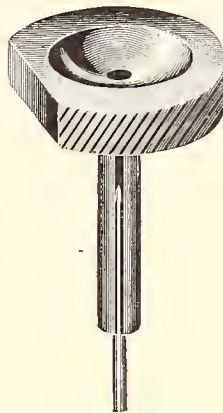
## YOU HAVE WAITED FOR THIS!

AN ATTACHMENT FOR HOLDING SOFTERTONE AND MEDIUM TONE NEEDLES IN THE NEW SPRING CLAMP NEEDLE ARM OF THE VICTOR EXHIBITION SOUND BOX



Here it is attached to the sound box. The sound box is turned up and the attachment inserted with its flat side opposite the lever, as shown in illustration.

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Without this attachment it is impossible to use softer and medium tone needles on the spring clamp needle arm. It is perfectly simple, easily attached, holds like a vise and is made in two sizes—for softertone and for Medium tone needles. Order as NEEDLE CLAMP ATTACHMENT and specify which needle is to be used.

Price, 25 cents each

Special prices to jobbers and dealers

**The Softertone Needle** is growing in popularity every day. The loud tone needle, of course, is a necessity to the dealer for selling machines, but it is often too loud for home use. When a customer takes a machine home he finds the softertone needle a great relief. Instead of tiring it perpetuates the use of the machine. This means record sales.

**It Costs Less** One Softertone needle will play six records. Less time is used in changing needles, and there is less wear on the records. A record will last three times as long when the softertone needle is used. We did not accept this fact until satisfied by numerous tests. You owe it to yourself to make a test if in doubt.

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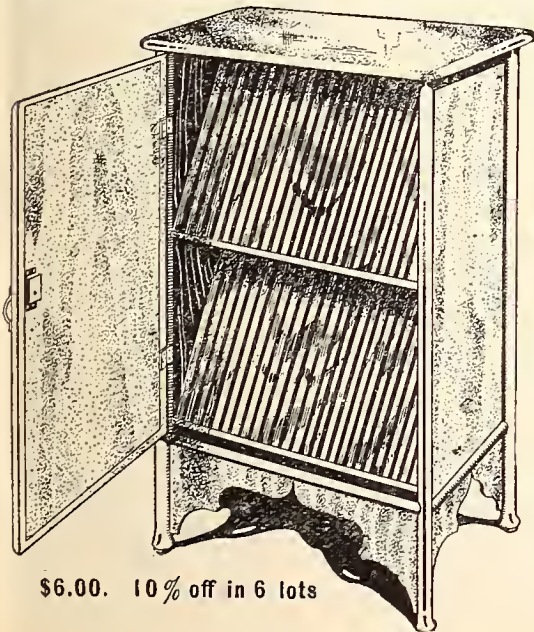
**Mr. Dealer:**

If you want always to get the goods, send your orders to a house of exclusive

**Victor Jobbers.**

**STANLEY & PEARSALL,**

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\$6.00. 10% off in 6 lots

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J. J. DOYLE, 152 Montgomery St., Jersey City.  
WARNER & SETTANNI, 1372 Broadway, Brooklyn.  
F. G. LOEFFLER, 245 Bergenline Ave., Union Hill, N. J.; also 370 Central Ave., Jersey City, N. J.  
B. G. WARNER, 117 Court St., and 1213 Bedford Ave., Brooklyn.  
P. SETTANNI, 1836 Fulton St., Brooklyn.

## BERLINER PATENT AGAIN UPHELD.

Talk-o-Phone Co. and Leeds & Catlin Co. Enjoining Order Stayed Pending Final Hearing.

On April 26 Judge Townsend, of the United States Circuit Court, New York City, granted the motion for a preliminary injunction in the application of the Victor Talking Machine Co., Camden, N. J., against the Talk-o-phone Co., Toledo, O., and the Leeds & Catlin Co., New York. Leave to move for a stay, however, pending an appeal was given the defendants. Argument was heard April 13, as reported in last month's World. The opinion is lengthy, and reviews the contentions of the defense regarding anticipation of the Berliner patent by cited French, German, English, Canadian and Edison inventions, to wit: "A method of reproducing sounds from a record of same, which consists in vibrating a stylus and propelling the same along the record by and in accordance with the said record."

The United States Circuit Court of Appeals, on March 1, sustained the Berliner patent, as concerns the foregoing claim, previously held valid by Judge Hazel in the lower court, in the case of Victor Talking Machine Co. against the American Graphophone Co. This suit was brought on the claim of newly discovered evidence, which Judge Townsend denies. On the point of alleged collusion between the parties in the prior cause, the court says: "The contention that by reason of a certain contract between the parties the prior suit was not \* \* \* a suit in which the Berliner patent in suit \* \* \* was fairly in controversy, is not deserving of notice." He also said, in conclusion: "The defendants have also failed to introduce any new matter which would, in my judgment, have led the courts to reach a different conclusion if it had been before them in the original suit. But if I am mistaken in this view \* \* \* or if a decision of the question raised as to the character and scope of the various patents now introduced for the first time should be postponed until final hearing, yet I am constrained to grant the injunction in order to permit an appeal and a determination of the questions at the earliest possible day."

The motion of the American Graphophone Co. made April 23 to reopen their case with the Victor Co. on the alleged new evidence disclosed in the Talk-o-phone Co.'s suit above, has been withdrawn, as they had forfeited their rights by delaying action too long.

The Newark Horn Crane Co., at 16 New street, are about to place on the market several new stands and cranes for which they make important claims. These devices are fully covered by patents. They will be prepared to make shipments about May 15.



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Are the largest Eastern Distributors of  
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Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

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products in your hands in the shortest  
possible time. A trial is all I ask.

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Tone Arm Disc and New Cylinder Graphophones

Large Stock Prompt Service

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Just Received—Complete Stocks

**COLUMBIA DISC AND CYLINDER GRAPHOPHONES**

Disc and Cylinder Records  
 Prompt attention given all Orders

IF YOU'RE IN WESTERN MICHIGAN  
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Our Motto: { Quick Service and a Saving  
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75,000 Edison Records { in stock

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If it's in the Catalogue we have it in large quantities

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We can make Immediate Shipment of  
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Give us a Try, and you will try again

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Best deliveries and largest stock in New Jersey

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Largest and most complete stock of Talking Machines and  
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We Never Substitute, We have the Goods and ship  
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Largest Stock in the South

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All the Latest Novelties in Talking  
 Machines, Attachments, Supplies, Etc.

## TRADE NOTES FROM NEWARK, O.

Business Exceptionally Active With Dealers.

(Special to The Talking Machine World.)

Newark, Ohio, May 10, 1906.

The talking machine trade here during the past few months has been exceptionally good. We do not believe that there is another city in the United States that has done the business in the talking machine line that the dealers have in Newark, considering the size of the city. One thing that helps boom the trade is due to the fact that Newark enjoys the distinction of being the only city to have an exclusive wholesale phonograph supply house.

A new retail store was added to the list of retail dealers last week, and from the present prospects it promises to be quite a factor in the trade. Roy Baird and E. H. Metz opened up one of the most complete talking machine parlors in Central Ohio under the name of the American Talking Machine Co., of Newark. They have a very attractive room, about 25 by 50. They use the

Rapke tray system for Edison and the wire racks for the Victor records. They will handle Victor, Edison, Columbia and Zon-o-phone goods.

C. E. Wyeth, the pioneer phono dealer, is making arrangements to enlarge his stock. He carries as large a stock as any of the dealers, and was one of the first exclusive dealers in Newark.

The Union Music Store (R. I. Francis, manager), reports the best trade during the past month they have ever had. They are also looking for new room, and are going to carry a larger stock to take care of their growing trade.

C. K. Patterson, the West End dealer, reports an increasing demand for Edison goods.

The Ball-Fintze Co. are exclusively wholesale, and are not in position to retail, so the dealers naturally feel very kindly toward them. As far as we know they are the only jobbers in the United States who do not have a retail department. A few days ago they received a shipment of 20,000 Edison records by express. This was only one shipment of many. They now carry a stock of over 200,000 Edison records and 50,000 Victor, also Columbia and Zon-o-phone.

## NEW COLUMBIA HEADQUARTERS.

The wholesale headquarters of the Columbia Phonograph Co., at 353 Broadway, have been undergoing extensive alterations. The door has been shifted to the south side of the building, giving them one of the finest show windows on lower Broadway, and the commercial phonograph headquarters has been moved to the front. On the south side, in the space formerly occupied by this department, several large booths for the trial of records and machines have been erected. A very handsome waiting room and parlor is also contemplated, and when the finishing touches get put on it will be one of the show offices of the city. They will conduct a retail business for the benefit of their downtown patrons.

Mr. Chas. C. Collier, late manager of the Musical Echo Company of Philadelphia, is open for an engagement. Have had several years' experience as a salesman and manager and am thoroughly familiar with Edison and Victor goods, and can fill any position in this line of work. Address CHAS. C. COLLIER, 922 Witherspoon Building, Philadelphia, Pa.



## THE FIXED PRICE AT WHICH PATENTED ARTICLES MAY BE SOLD.

Why the Feeling Prevails Among Many That This Ruling Tends to a Restraint of Trade Arises from the Failure to Consider the Basic Principles Upon Which Patent Laws Rest—Some Important Legal Citations of Interest in This Connection—Illuminating Contribution to The Review by Clarence N. Goodwin, of Chicago, Who Is a Well Known Authority.

It has been uniformly held by the United States Courts of Appeal, wherever the question has arisen, that the patentee may fix the price at which articles manufactured under his patent may be sold to the public, and where notice is given, the sale of a patented article at less than the license price is an infringement of the rights of the patentee and may be enjoined. The feeling among the many that these decisions are not sound, but that the right claimed is contrary to public policy as tending to the restraint of trade, arises from a failure to apply to the question the basic principle upon which patent laws rest. Anything in derogation of common right meets with public hostility unless clearly designed for the public good. Special privileges and monopolies given to favored persons have time out of mind aroused public resentment. The patent law secures to the patentee his heirs and assigns for the term of seventeen years the exclusive right to make, use and vend his invention. ("Fed. Statutes," Vol. 5, p. 419, Sec. 4884.) The right given *does* restrain trade, manufacture and use for the period limited, and is a curtailment of common right, but the reason for the law rests on solid grounds of public policy expressed in Article I, Section 8, of the Constitution of the United States, which provides: "The Congress shall have power \* \* \* to promote the progress of science and the useful arts by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries." The purpose of the provision clearly is to encourage invention as a means of accomplishing the declared purpose of the constitution, which is "to promote the general welfare." It is to be noted, moreover, that the right given is for a limited period, and that after its expiration the invention be-

comes common property of the general public.

The statute from which we have quoted above, passed under the constitutional authority just noted, gives to the inventor in broad, simple language the absolute dominion over manufacture, use and sale. At first the inventor made use of only his power to control manufacture, and to this no valid objection was or could be made. More recently he exercised his right to control *use*, and this was opposed, not because it was not clearly given by statute, but because it had not been exercised, at least to any general extent and therefore seemed an innovation, although in reality it was as old as the patent law itself. The right was, of course, sustained by the courts, and still more recently the patentee made use of his third right, viz.: to control the sale of his invention by fixing the price at which articles embodying it should be sold to the public, and this also was for similar reasons opposed, but was necessarily sustained by the courts on the same grounds upon which the right to control manufacture and use had been sustained. The subject is discussed and the authorities reviewed by the United States Circuit Court of Appeals for the Seventh Circuit in the case of *Victor Talking Machine Co., et al. vs. The Fair*, 123 Fed. Rep. 424, in which Mr. Horace Pettit of Philadelphia appeared for the complainant.

It is a mistaken notion that the control of the price at which an article may be sold to the public works a hardship to the public, even for the limited time during which the patent is in force. We have all come to see that railroad rebates and special transportation rates to favored individuals is a matter against public policy for the reason that if certain people are given rates that are unreasonably low this must be equalized by fixing rates for the general public that are un-

reasonably high, and it is simply robbing Peter to pay Paul, who is usually much abler to pay than Peter. In the same way, if a patented article is sold to favored individuals at prices which do not allow a fair percentage of profit, the general public must in the end equalize this by paying more than a fair price.

It will be seen at once that the price which the patentee shall receive is a matter entirely in his own hands by reason of the fact that he has a monopoly of manufacture and so has absolute control of the price that he himself receives from jobber and dealer. In fixing, under his power to control the sale, the price at which goods shall be sold to the public, he is not exercising the power primarily for his own benefit, but for the benefit of the public and the dealer. By fixing a uniform price he protects the dealer against the demoralization of trade which results from price cutting, and so gives him an inducement to handle the patented article. The benefit to the public is no less direct. If the patentee acts intelligently for his own interest he must fix the lowest price possible, for he is fixing the price, not for himself, but for jobber and dealer, and the lower the price the larger the market. In this way a permanent benefit is given the whole public instead of a temporary benefit to favored individuals. This finds a practical illustration in many cases; among others, that of the Victor Talking Machine Co., which, after stamping out price-cutting, reduced the price of its records 40 per cent. These cases are not examples of beneficent generosity, but rather of the exercise of hard business sense in fixing the lowest price consistent with profitable manufacture, and making that price absolutely uniform. The stability assured by price control also permits of a constant improvement in quality, while it is a matter of general comment that the demoralization of price-cutting leads to the substitution of varnish and veneer for quality and worth.

John H. Malin, piano dealer, and Mr. Parker, of Ridgeway, have opened a penny arcade in Lock Haven, Pa.

## THE WORLD'S STANDARD COIN-OPERATED MOVING-PICTURE MACHINE



WE TAKE THIS MEANS of announcing to the trade and to our many customers that we have just made an arrangement with the PATHE CINEMATOGRAPH Co., of Paris and New York, whereby the thousands of attractive subjects in their catalogue are now available for Mutoscope use. Our library, the only one of its kind in existence, is now enriched by hundreds of new pictures made in Paris and our patrons will have the benefit of them without extra expense.

We have an exceptionally attractive proposition just now for **Summer Parks, and Phonograph dealers** who would like a profitable line for the dull Summer months could find nothing more paying or easier to handle than a group of Mutoscopes in a lively resort. Write for terms.

**AMERICAN MUTOSCOPE AND BIOGRAPH CO.**  
11 West 14th Street NEW YORK CITY

## THE MUTOSCOPE





## With the Makers, Sellers and Users of Automatic Specialties

### BUSINESS REPORTED EXCELLENT

With Makers and Users of Slot Controlling Devices—Latest Trade News.

Business during the past month has been of a high order, and everywhere is evidenced the greatest prosperity among the manufacturers of slot-controlled devices. Few complaints are heard even among the pessimists in this trade, unless it be for lack of room and a shortage of material. However, as these faults can only be connected with overtaxed plants, there can be but little cause for worry.

As the summer draws nearer, park and pavilion men are on the jump putting things in ship-shape condition for the opening rush. Arcades have become one of the strong attractions, and no money is spared in their construction. Since the enormous earnings of the modern slot parlor became known there has been a perfect rush of investors to this field—in many cases it must be admitted that "stone blind" is the only term applicable, judging from the absurd locations chosen by some of these inexperienced men.

It is all very well for a general store to open on a street where the same regular shoppers pass; but the arcade is different. Transient trade is necessary to its success, for its novelty soon wears on the local public unless by enormous expense a constant and entire change is made, and even then it is risky. We do not want by any means to throw cold water on the arcade business as a highly lucrative investment, but simply to point the necessary features for its success.

Managers of these emporiums of music will find during the hot summer months that the in-

stalling of a soda fountain, ice cream counter, or both, will be a paying side issue.

For some years past through the West what is called "The Touring Car Co." have been doing a large business, but it is only recently that they have endeavored to locate in New York. Wm. A. Brady, of this city, has just opened a place on 14th street, next door to the arcade of the Automatic Vaudeville Co.; another has been opened on West 23d street. As a crowd drawer these establishments are certainly winners, this particular one having, since the first, done a business on the average of \$600 a day. From the street the passerby sees the rear end of one or two (according to the size of the place) touring cars. Conductors in uniform are announcing the different tours to be taken by their respective trains. The unique surrounding, the puffing engine and clanging bell, accompanied by the moving pictures, make the trip one series of startling but pleasurable surprises.

### OF INTEREST TO AUTOMATIC MEN.

(Special to The Talking Machine World.)  
Cincinnati, O., May 7, 1906.

In reply to a question from Mayor Dempsey as to whether saloons with electric pianos are required to pay a concert hall license, City Solicitor Lowman says: "A saloon is a place where intoxicating liquors are sold. The mere fact that an electric piano or graphophone is operated therein does not render the proprietor or lessee of such a place subject to a license as the proprietor or lessee of a concert hall or place of amusement and entertainment or exhibition, but if a portion of the saloon is set apart for the purpose of carrying on an entertainment, whether that entertainment be provided by mechanical

or human means, and the customers of the place are seated for the purpose of seeing and listening to the entertainment provided, the saloon would be converted into a place of amusement or entertainment and its proprietor or lessee would be subject to a license."

### AMERICAN CO.-PATHE DEAL.

The American Mutoscope & Biograph Co. Will Handle Hereafter the Entire Stock of Pathe Cinematograph Films—This Gives Them a Splendid Stock.

The American Mutoscope & Biograph Co., of this city, have just closed a contract with the Pathé Cinematograph Co. of Europe, through their American representative, J. A. Berst, whereby the entire stock of films of the Pathé Co. will be available for use on the Mutoscope machines. This supply of new and attractive pictures, some 3,500 in number, when added to the American company's present list of 10,000 rolls, will give to operators an unexcelled opportunity to choose their selections with a certainty of their novelty and paying qualities. The Mutoscope Co. have won a leading position in the moving picture world. They make the initiative moves, and it is this spirit of untiring energy which has placed them in this enviable position. They are now about to place on the market a new style exhibition machine for arcades, etc., and, according to reports, it will throw everything else in the shade. Orders are already piling in, and it will be a wise move on the part of all people in any way interested to write for particulars at once.

### NICKEL VAUDEVILLE THE RAGE.

Places Springing Up in Every Part of the Country.

Nickel vaudeville is the rage now, and all over town have sprung up the store shows with moving pictures and illustrated songs as the programme for fifteen minutes for five cents. One firm from the West has \$60,000 invested in these affairs, and there are several concerns and individuals with from five to twenty shows each. The larger operators take three and five-year leases on the stores they occupy and spend from \$1,500 to \$2,000 on an attractive front, while others content themselves with hiring a vacant store until some permanent occupant is secured. The songs are sung by some one in the employ of the music publishing firm whose output is used and advertised; the pictures cost from \$30 to \$60 weekly, and with but two or three small salaries the idea is more profitable than the more important theatrical ventures. The 10-cent shows, in which the observer is seated in an automobile or parlor car and views pictures of travel while experiencing a sense of motion, are owned by a single firm, according to a wise writer in The Sun. The others are largely individual enterprises. In good locations from 10,000 to 12,000 persons patronize the place in a week.

### SUPPRESS SLOT MACHINES.

American Makes Retired from Use by Spanish Authorities in Barcelona.

Consul-General Ridgely, of Barcelona, furnishes the following for the information and guidance of American manufacturers of slot machines:

"The new civil governor of Barcelona has just issued an order forbidding the operation of all such machines in this city and province as have gambling devices of any sort attached to them. There were about 80 American machines of this character in operation in Barcelona and about 200 similar ones of Spanish fabrication, all of which have been suppressed. Some of these

**1 CENT IS ALL IT WILL COST YOU** to write for our big **FREE BICYCLE** catalogue showing the most complete line of high-grade **BICYCLES, TIRES and SUNDRIES** at **PRICES** BELOW any other manufacturer or dealer in the world.

**DO NOT BUY A BICYCLE** from anyone, at any price, or on any kind of terms, until you have received our complete **Free Catalogue** illustrating and describing every kind of high-grade and low-grade bicycles, old patterns and latest models, and learn of our remarkable **LOW PRICES** and wonderful new offers made possible by selling from factory direct to rider with no middlemen's profits.

**WE SHIP ON APPROVAL** without a cent deposit. **Pay the Freight** and allow 10 Days Free Trial and make other liberal terms which no other house in the world will do. You will learn everything and get much valuable information by simply writing us a postal.

We need a **Rider Agent** in every town and can offer an opportunity to make money to suitable young men who apply at once.

**\$8.50 PUNCTURE-PROOF TIRES ONLY \$4.80**

Regular Price \$8.50 per pair. To Introduce We Will Sell You a Sample Pair for Only **4.80** (CASH WITH ORDER \$4.55)

**NO MORE TROUBLE FROM PUNCTURES.**

Result of 15 years experience in tire making. No danger from **THORNS, CACTUS, PINS, NAILS, TACKS or GLASS.** Serious punctures, like intentional knife cuts, can be vulcanized like any other tire.

Two Hundred Thousand pairs now in actual use. Over Seventy-five Thousand pairs sold last year.



Notice the thick rubber tread "A" and puncture strips "B" and "D," also rim strip "H" to prevent rim cutting. This tire will outlast any other make—**SOFT, ELASTIC and EASY RIDING.**

**DESCRIPTION:** Made in all sizes. It is lively and easy riding, very durable and lined inside with a special quality of rubber, which never becomes porous and which closes up small punctures without allowing the air to escape. We have hundreds of letters from satisfied customers stating that their tires have only been pumped up once or twice in a whole season. They weigh no more than an ordinary tire, the puncture resisting qualities being given by several layers of thin, specially prepared fabric on the tread. That "Holding Back" sensation commonly felt when riding on asphalt or soft roads is overcome by the patent "Basket Weave" tread which prevents all air from being squeezed out between the tire and the road thus overcoming all suction. The regular price of these tires is \$8.50 per pair, but for advertising purposes we are making a special factory price to the rider of only \$4.80 per pair. All orders shipped same day letter is received. We ship C.O.D. on approval. You do not pay a cent until you have examined and found them strictly as represented.

We will allow a cash discount of 5 percent (thereby making the price \$4.55 per pair) if you send **FULL CASH WITH ORDER** and enclose this advertisement. We will also send one nickel plated brass hand pump and two Sampson metal puncture closers on full paid orders (these metal puncture closers to be used in case of intentional knife cuts or heavy gashes). Tires to be returned at **OUR** expense if for any reason they are not satisfactory on examination.

We are perfectly reliable and money sent to us is as safe as in a bank. Ask your Postmaster, Banker, Express or Freight Agent or the Editor of this paper about us. If you order a pair of these tires, you will find that they will ride easier, run faster, wear better, last longer and look finer than any tire you have ever used or seen at any price. We know that you will be so well pleased that when you want a bicycle you will give us your order. We want you to send us a small trial order at once, hence this remarkable tire offer.

**COASTER-BRAKES,** built-up wheels, saddles, pedals, parts and repairs, and everything in the bicycle line are sold by us at half the usual prices charged by dealers and repair men. Write for our big **SUNDRY** catalogue.

**DO NOT WAIT** but write us a postal today. **DO NOT THINK OF BUYING** a bicycle or a pair of tires from anyone until you know the new and wonderful offers we are making. It only costs a postal to learn everything. Write it **NOW.**

**MEAD CYCLE COMPANY, Dept. "JL" CHICAGO, ILL.**



American machines are of the finest construction and finish, and were sold here at prices ranging from \$50 to \$500."

## TELEPHONE FOR YOUR VEST POCKET.

Pilfers Messages from Wires Three Miles Off  
—Is of the Wireless Variety.

(Special to The Talking Machine World.)

Cottage City, Mass., May 3, 1906.

Charles E. Alden, of New York, who has been pursuing experiments here since last fall in wireless telephoning, has, he says, solved the problem of wireless telephoning, and the result is so simple that it is likely to create a sensation in the business world as well as in scientific circles.

Mr. Alden, while studying the problem, constructed an instrument so small that it can be put into a vest pocket, which, attached to a wireless battery such as is used by the Marconi system, at once begins catching conversations carried along ordinary telephone wires, the distance depending only upon the energy behind the telephones that are sending the messages.

The basis of the system is like that of the wireless telegraph. But a small invention, the details of which he does not make public, completes it. This is called the "new detector." It is this machine, attached to the wireless batteries, which is responsible for the results.

## NEW TALKING FORTUNE TELLER.

"The Gypsy Queen Talking Fortune Teller" is a new and decidedly attractive machine which has recently been placed on the market. Her majesty the queen is a beautiful life-size model with Oriental face. The bust sets in rich draperies and in an arch of colored electric lights. This attractive beauty moves her head, expanding her chest in a natural and graceful manner, while she moves her hands and works the cards as if reading your fortune, speaking with a loud, clear voice. The case is in the shape of a tent covered with bright-colored material and with gold window molding. The general construction of both case and mechanism is strong and durable.

## LUNA PARK HAS SLOT PARLOR.

Luna Park now boasts of one of the best equipped slot parlors in the country. The Rosenfield Manufacturing Co., of this city, obtained the contract, and have fitted it up in the most mod-

ern manner. Among the machines used are the following of their own make: Forty talking machines, 50 of the illustrated song type, and a large variety of strength and muscle-testing devices. They also made a large shipment recently to Australia to the International Exhibition to be held there.

## PERFORATED ENDLESS ROLLS.

Latest List for Style D and Style 44 Peerless Pianos.

- STYLE D.
- 5201 1 He's Nobody's Friend, Not Even His Own Song.....Jerome and Mullen  
2 What Has the Night Time To Do With the Girl?—Waltz-Song.....Jerome and Schwartz  
3 Niggah Loves His 'Possum—Song.....Paul Dresser  
4 Good-bye, Maggie Doyle—From "The White Cat".....Jerome and Schwartz  
5 The Little Chauffeur Song—From "The Vanderbilt Cup".....R. H. Bowers \$3.75
- 5202 1 Cross Your Heart—Song, from "The Umpire".....Hough, Adams and Dunlap  
2 You Look Awful Good to Father—Song, From "The Umpire".....Hough, Adams and Dunlap  
3 Robinson Crusoe's Isle—Song from "Moonshine".....B. H. Burt  
4 Moving Day—Song, Sterling & Von Tilzer  
5 I'll be Back in a Minute, but I Got To Go Now—Song.....H. Ingraham 3.75
- 5203 1 So Long, Mary—Song.....Geo. M. Cohan  
2 Mary's a Grand Old Name—Song from "Forty-five Minutes from Broadway".....Geo. M. Cohan  
3 Just My Style—Song from "Fantana".....Raymond Hubbell  
4 Norah, My Irish Rose—Waltz-Song, from "Sergeant Brue".....O'Dea & Caldwell  
5 Ada—Song.....Lewis and Weil 3.75
- 5204 1 She Was a Soldier's Sweetheart—March-Song.....Bert Potter  
2 Nicodemus—Song.....Williams and Van Alstyne  
3 There's a Time and Place for Everything—Song.....Brown and Smith  
4 Pretty Desdemona—Song.....F. C. Wildman  
5 Good-bye, Sweet Pauline—March-Song.....Wooster and Stubbs 3.75
- 5205 1 Man and Superman—Waltzes.....T. Bendix  
2 Jolly Companions—March and Two-step.....Al Stephens  
3 Red Riding Hood—Waltzes.....J. T. Hall  
4 Blood Lilies—A Japanese Two-Step.....Arthur Pryor  
5 The Girl of the Golden West—Waltzes.....William Furst 3.75
- 5206 1 Razzazza Mazzazza—An Extravaganza (Two-step).....Arthur Pryor  
2 When the Mocking Birds are Singing in the Wildwood—Waltz-Song.....Lamb and Blanke  
3 Back to Life—Ragtime March.....C. Hunter  
4 Will You Love Me in December as You Do in May?—Waltz-Song.....Walker & Ball  
5 Bohemian Knights—Intermezzo (Two-step).....Isidor Greenberg 3.75
- 5207 1 Uncle's Quit Work Too—Song.....J. C. Havez  
2 You're a Grand Old Rag—Song from "Geo. Washington, Jr.".....Geo. M. Cohan  
3 The Boys in Brown—A Patriotic March.....Finch and O'Hara  
4 Same Old Moon—Song, from "The Land of Nod".....Hough, Adams and Howard  
5 Sister—March-Song.....Battray, Adams and Howard 3.75
- 5208 1 The High Flyer—March.....J. C. Heed  
2 Jolly Fellows—Waltz.....R. Vollstedt  
3 For Love and Honor—March and Two-Step.....H. Alherti  
4 Les Patineurs (The Skaters)—Waltz.....

- E. Waldteufel  
5 The New Thought—March and Two-Step.....J. C. Heed 3.75
- 5209 Roumanian Music:  
1 I, Amintiri Patriotice.....E. Caudella  
2 Mars Festiv.....de J. Muresianu  
3 Caluserulu (Blasiu).....de J. Muresianu  
4 Spusumia Frunza de Vie (Banutu).....  
5 Bada donne luna'n noru (Doina din Banatu) de T. B.....de J. Muresianu
- STYLE 44.  
6153 1 The High Flyer—March.....J. C. Heed  
2 The Jolly Boys in Gray—March and Two-Step.....Alfred Roth  
3 The Jersey Carnival—March.....D. Lieberfeld  
4 For Love and Honor—March and Two-Step.....H. Alherti  
5 The New Thought—March and Two-Step.....J. C. Heed 3.75
- 6154 1 Juno—Intermezzo.....Theo. Morse  
2 Osceola—An Indian Intermezzo.....Geo. L. Spaulding  
3 Noisy Bill—Characteristic March.....F. H. Losey  
4 The Magnet—March.....F. H. Losey  
5 Oyama—March and Two-Step.....Edmund Braham 3.75
- 6155 1 When the Mocking Birds are Singing in the Wildwood—Waltz-Song.....Lamb and Blanke  
2 Call Me Back—Song.....Hoffman and Friedman  
3 Will You Love Me in December as You Do in May?—Waltz-Song.....Walker & Ball  
4 Why Don't You Try?—The Rolling Chair Song from "The Belle of Avenue A".....Williams and Van Alstyne  
5 Won't You Take Me Home With You?—Song.....Lenox and Sutton 3.75
- 6156 1 Jessamine—Song.....Albert Gumble  
2 Farewell, My Annabelle—March-Song.....W. R. Williams  
3 I'm Feeling Fine—Song.....J. W. Hamilton  
4 The Man With the Jingle—Song.....Friedlander and Mullen  
5 A Nice Girl Could Do Wonders With Me—Song.....J. W. Hamilton 3.75
- 6157 1 Nakomis—Indian Two-Step.....R. E. Kenney  
2 The Mascot—March and Two-Step.....C. Blanke  
3 Sanial—March.....Chas. N. Daniels  
4 Belinda—Characteristic March.....F. S. Stone  
5 Shoulder Straps—March and Two-Step.....Egbert Van Alstyne 3.75

Four-year-old Muriel McCormick received a handsome present on her fourth birthday from her grandfather, John D. Rockefeller, the multi-millionaire. It consisted of a lifelike doll and a check for \$1,000. The doll has a talking machine concealed in its eternal economy and can do marvelous feats; carry on a conversation, or sing the latest song in a real lifelike manner.

Tompkins & Green, of Philadelphia, have added another number to the list of their establishments at Lancaster street, Baltimore. This parlor, while not large, is one of the prettiest in the country, and they cater only to a high class trade.

Is there money in the penny arcade business? Harry Davis, the well-known theatrical man of Pittsburg, evidently thinks so, as he has just opened another new parlor on Smithfield street.

Humbert's new arcade at 404 East Baltimore street, is reported as doing a phenomenal business.

# Some Progressive Makers of Automatic Specialties

If there is anything you require in Slot Machines  
CALL OR WRITE  
New York Agent for F. S. ZIMMERMAN,  
The Caille Bros. Co. Detroit, Mich. 5 East 14th St., New York.  
The man who sells the machines that get the money.

American Mutoscope & Biograph Co.  
11 E. FOURTEENTH ST., NEW YORK  
The Mutoscope Oldest and Best Known  
Slot Machine  
"The Backbone of the Automatic Parlor Business"  
Showing Moving Pictures in their Most Attractive Form

Coin Operated Talking Machines  
Coin Operated Illustrated Song Machines  
Coin Operated Machines of all other types

THE ROSENFELD MFG. CO.  
591 HUDSON STREET, N. Y. CITY

Special Hardened Black Cylinder  
**B & R RECORDS**  
Talking or Vocal, best talent, Spencer, Murray, Collins, Harlan, Macdonough and others. Your Own Name on Announcement on the record, in 100 lots, 21c. each.

A fine chance for dealers to advertise themselves. We furnish all the Phono. Parlors in the U. S.  
**BURKE & ROUS, 334-336 Fifth Ave., Brooklyn, N. Y.**

Coin operating machines, the great money makers, are made in great variety by **ROTH & ENGELHARDT, Windsor Arcade, New York.**  
(Further particulars on inside back cover page)

Talking machine dealers and arcades can make good money by handling the Regal line of coin operating machines.

**REGAL PIANO PLAYER CO., 891 Southern Boulevard, New York, N. Y.**  
(See ad. on front cover page.)

**NEW SLOT MACHINES**  
Adjustable Dumb Bell Lifter, Gloomy Gus Strength Tester, Hat Puncher, Souvenir Postal Card Machine, Souvenir Postal Cards, Etc.  
**AUTOMATIC NOVELTY COMPANY**  
145 E. 23d St., NEW YORK, N. Y.

Every Manufacturer in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the June list.

## THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.



# A CONVINCING ARGUMENT WHY THE PEERLESS COIN-OPERATED PIANOS ARE LEADERS.

Do you know that the PEERLESS COIN-OPERATED PIANOS are used in Cuba, South America, Australia and Africa, on the Gold Coast in the furthest confines of Alaska and the Klondike, and many more of the uttermost corners of the Earth.

**There's a Reason:** The PEERLESS is the easiest to sell and it stays sold. The live and up-to-date Dealer should consider the PEERLESS, as it will mean quick profits to him in the end.

SOME GOOD  
TERRITORY  
STILL OPEN.

SLOT MACHINES PLACED  
ON PERCENTAGE  
OR RENTED

ALL KINDS OF REPAIR WORK  
PROMPTLY ATTENDED TO  
TELEPHONE MAIN 4180-J1

N. W. AGENTS FOR REGINA  
MUSIC BOXES

JNO. J. NELSON

JAMES E. NELSON

THE NIMBLE NICKEL BEATS THE SLOW DOLLAR

*The*  
**National Novelty Company**

(INCORPORATED)  
DEALERS IN

**ALL KINDS OF SLOT MACHINES**

WHOLESALE AND RETAIL

100-2-4-6 Second St. S.

MINNEAPOLIS, MINN.,

Peerless Piano-player Co.,

New York, N. Y.

Gentlemen:--

It gives us pleasure to state, that we have sold a great many of "STYLE" #44 Nickel-in-the-slot Automatic Peerless Pianos, and they have given the very best of satisfaction to our customers.

Our customers state that they have never made an investment that has brought the same return and most of them have had experience with other nickel-in-the-slot Pianos, as well as other nickel-in-the-slot Music-boxes.

Yours truly,

NATIONAL NOVELTY CO.,  
E. J. Zimmerman, Pres. & Treas.

**NELSON BROS. CAFE,**

1001 GRAVIER ST., COR. DRYADES ST.,

NEW ORLEANS, LA.

*Messrs L. Grunwald & Co. Ltd* Jan 31/06

Gentlemen  
We have one of your Peerless Electric Pianos in operation in our Picture Arcade, & also in our Saloon, the one in the Arcade has been in operation for eight months we kept it playing constantly from 8 AM to 10 PM every day during this period, without once getting out of order, and we firmly believe that the Peerless Piano has no equal.

The one we have in our Saloon is a money getter and a great drawing card for the Bar

Very Respectfully Yours  
Jno J. & Jas E. Nelson

MORRIS ROSENBAUM

"We Never Sleep."

SID J. FRIEDMAN

*Friedman & Rosenbaum,*

BAR AND CAFE,

BOTH TELEPHONES 9.

14 UNION STREET.

Memphis, Tenn., Jan. 25th, 1904.

Peerless Piano Player Co.,

2 East 47th St.,

N. Y.

Gentlemen:--

In reference to our PEERLESS ELECTRIC PNEUMATIC PIANO, which was the first in Memphis, we are glad to advise that we are more than pleased with it. We do not see how there could be a better COIN OPERATED PIANO than this one has proved to be.

The PEERLESS was installed in our place on Sept. 16th, '03, and up to this date, a period of four months and fifteen days, it has earned \$490.15, or an average of \$108.92 per month. In addition, it has materially increased our sales by making our place more attractive to our patrons.

Among its many points of merit are-- beautiful quality of tone and durability. Our PIANO has not required any tuning, and it has not cost us a cent for repairs.

Very truly,

*Friedman & Rosenbaum*

HIGHEST AWARDS—Gold Medals.

Buffalo 1901.

St. Louis 1904.

Portland 1905.

**ROTH & ENGELHARDT,**

OFFICES: WINDSOR ARCADE, FIFTH AVENUE, NEW YORK.

F. TREON.

J. MILLER.

**Penny Arcade Amusement Parlor.**

Dealers in

AMUSEMENT SLOT MACHINES

of Every Description.

Agents for the PEERLESS AUTOMATIC PIANO PLAYER.

205 LACKAWANNA AVENUE.

Scranton, Pa.,—Feb. 1, 1904.

Peerless Piano Player Co.,

Roth & Engelhardt, Prop.,

#2 E. 47th St.

New York.

Gentlemen:--

About one year ago we purchased one of your Peerless Nickel in the slot pianos for use in our Penny Arcade. This instrument has been running steadily every day except Sunday from nine o'clock in the morning until ten o'clock at night, a steady run of thirteen hours each day, and it is as good now as when we purchased it. It requires only a few minutes attention each day and we freely give you this endorsement because we consider it positively the best Automatic Piano both Structurally and musically that has ever been produced.

Wishing you success, we are,

Yours truly,  
Treon & Miller.

*J. B. Miller*

(Props. Peerless Piano Player Co.)

FACTORIES: ST. JOHNSVILLE, N. Y.





# Edison Goods Pay

The proof of the popularity of Edison Goods is the ever increasing orders our jobbers are placing. It *pays them* to *handle Edison Goods*, and it will pay *you* too.

Edison Dealers earn a liberal and assured profit, and have no competition to meet, as prices are strictly maintained. We help them towards success by advertising extensively and creating new customers, and refer all inquiries to them.

Join this vast multitude of successful dealers and you will soon learn what Edison goods mean to the public.

**National Phonograph Co.,** 59 LAKESIDE AVE.  
ORANGE, N. J.

31 Union Square, New York

304 Wabash Avenue, Chicago, Ill.

## FOLLOWING ARE THE JOBBERS IN EDISON GOODS IN THE UNITED STATES AND CANADA.

Albany, N. Y.—Finch & Hahn.  
Allegheny, Pa.—Henry Braun.  
Allentown, Pa.—G. C. Aschbach.  
Astoria, N. Y.—John Rose.  
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.  
Baltimore—E. F. Droop & Sons Co.  
Bangor, Me.—S. L. Crosby Co.  
Birmingham, Ala.—The Talking Machine Co.  
Boston—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Sptg. Gds. Co., C. E. Osgood Co., Read & Read.  
Brooklyn—A. D. Matthews' Sons, Price Phono. Co.  
Buffalo—Robert L. Loud.  
Burlington, Vt.—American Phono. Co.  
Canton, O.—Klein & Heffelman Co.  
Chicago—James I. Lyons, The Vim Co., Montgomery Ward & Co., Rudolph Wur-litzer Co., Babson Bros., Lyon & Healy.  
Cincinnati—Isen & Co., Rudolph Wur-litzer Co.  
Cleveland—Eclipse Musical Co.  
Columbus—Perry B. Whitsit Co.  
Dallas, Tex.—Southern Talking Mach. Co.  
Dayton, O.—Niehaus & Dohse.  
Denver—Denver Dry Goods Co., Hext Music Co.  
Des Moines, Ia.—The Vim Co., Hopkins Bros. Co.  
Detroit—American Phono. Co., Grinnell Bros.  
Easton, Pa.—William Werner.

Elmira, N. Y.—Elmira Arms Co.  
El Paso, Tex.—W. G. Walz Co.  
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.  
Fort Dodge, Iowa—Early Music House.  
Fort Worth, Texas—Cummings, Shepherd & Co.  
Gloversville, N. Y.—American Phono. Co.  
Harrisburg—S. K. Hamburger.  
Helena, Mont.—Frank Buser.  
Houston—Texas Phono. Co.  
Hoboken, N. J.—Eclipse Phonograph Co.  
Indianapolis—Indiana Phono. Co., Kipp Bros. Co., A. B. Wahl & Co.  
Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co.  
Kingston, N. Y.—Forsyth & Davis.  
Knoxville—Knoxville Typewriter and Phono. Co.  
Lafayette, Ind.—A. B. Wahl & Co.  
Lincoln, Neb.—H. E. Sidles Cycle Co.  
Louisville—C. A. Ray.  
Lowell, Mass.—Thos. Wardell.  
Memphis—F. M. Atwood, O. K. Houck Piano Co.  
Milwaukee—McGreal Bros.  
Minneapolis—Thomas C. Hough, Minnesota Phono. Co.  
Mobile, Ala.—W. H. Reynolds.  
Montgomery, Ala.—R. L. Penick.  
Nashville—O. K. Houck Piano Co., Nashville Talk. Mach. Co., Magruder & Co.  
Newark, N. J.—A. O. Petit, Douglas Phono. Co.  
Newark, O.—Ball-Fintze Co.

New Bedford, Mass.—Household Furnishing Co.  
Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. F. Samuels & Bro., A. T. Scattergood & Co.  
New Haven—Pardee-Ellenberger Co.  
New York City—Bettini Phonograph Co., Blackman Talking Machine Co., J. F. Blackman & Son, Sol Bloom, I. Davega, Jr., S. B. Davega, Douglas Phonograph Co., H. S. Gordon, Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker, Alfred Weiss.  
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.  
Omaha—Omaha Bicycle Co., Neb. Cycle Co.  
Oswego, N. Y.—Frank E. Bolway.  
Paterson, N. J.—James K. O'Dea.  
Pawtucket—Pawtucket Furniture Co.  
Peoria, Ill.—Peoria Phonograph Co.  
Philadelphia—C. J. Heppe & Son, Lit Bros., Penn. Phonograph Co., John Wanamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.  
Pittsburg—Theo. F. Bentel Co., Inc., H. Kleber & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Powers & Henry Co.  
Portland, Me.—W. H. Ross & Son.  
Poughkeepsie, N. Y.—Price Phono. Co.  
Portland, Ore.—Graves & Co.  
Quincy, Ill.—Quincy Phonograph Co.

Reading, Pa.—Reading Phonograph Co.  
Richmond—Magruder & Co.  
Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.  
San Antonio, Tex.—H. C. Rees Optical Co.  
San Francisco—Peter Bacigalupi.  
Savannah, Ga.—George R. Youmans.  
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.  
Scranton—Ackerman & Co., Technical Supply Co.  
Seattle, Wash.—D. S. Johnston Co.  
Sharon, Pa.—W. C. De Forrest & Son.  
Spokane, Wash.—Spokane Phono. Co.  
Springfield, Mass.—Flint & Brickett Co.  
St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T. M. Co., Inc.  
St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Minnesota Phono. Co.  
Syracuse—W. D. Andrews.  
Toledo—Hayes Music Co.  
Toronto—R. S. Williams & Sons Co., Ltd.  
Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.  
Troy, N. Y.—Finch & Hahn.  
Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.  
Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.  
Waycross, Ga.—Geo. R. Youmans.  
Williamsport, Pa.—W. A. Myers.  
Winnipeg—R. S. Williams & Sons Co., Ltd.  
Worcester, Mass.—Iver Johnson Sporting Goods Co.



# *The* TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, June 15, 1906.



THOMAS A. EDISON

Who will be the Honored Guest at the Banquet of Edison Job-  
bers to be held at the Waldorf Astoria next month.



# Bulletin No. 5.

# WHISTLIN'

## REGIMENTAL BAND OF THE REPUBLIC.

031356. 'TIL WE MEET AGAIN. Waltz. (Auf Wiedersehn.) Reminiscent of the Vienna Waltzes. A most excellent band record. The counter melody by the tenor, trombone and baritone is clear and distinct. Played slowly for dancing.
031357. KEEP TIME MARCH. One of the most popular summer two-steps. The obligato of orchestra bells in the trio is bright and snappy.

## AMERICAN SYMPHONY ORCHESTRA.

031358. OVER THE WAVES WALTZ. (Sobre las Olas.) The celebrated Spanish waltz by Rosa is a great favorite because of its graceful, swinging rhythm, suggestive of the dreamy glide of the summer sea. Special attention is called to the faithful reproduction of the violin tones.

## MINSTREL RECORDS.

Have you heard the boys whistlin' "I Kind o' Like to Have You Fussin' 'Round?" It's a happy hit from our Minstrel Record A. In the American Records, the minstrel numbers begin with a snappy overture, which is sung by the company to orchestra accompaniment. This is followed by an interchange of wit, and then a long musical selection. Plenty of laughter and applause fill in the interludes. Remember that the American Records are dark blue in color and bear the trade-mark of an Indian. They are regarded by experts as the most perfect yet produced—smoothness, clearness and volume considered. In addition to this the selections are all so exclusive that they are in no danger of becoming commonplace. See that your new ones are blue ones.



## 031359 MINSTREL RECORD A.

This is a typical minstrel first part. It opens with a rollicking overture which is sung by the company—of course with orchestra accompaniment. A burst of applause follows and the "Gentlemen, be seated," marks the beginning of a rapid fire of jokes and repartee. "Arthur," says the interlocutor, "what drove you to drink?" "A cab-man drove me to the last one," is the reply. When the fun quiets down, Mr. Murray is introduced and sings that clever, catchy song, "I Kind o' Like to Have You Fussin' 'Round." The company joins in the chorus. Be certain to add this one to your collection.

031360. MINSTREL RECORD B. Record B introduces a song by Arthur Collins called, "Good-Bye, Mr. Greenback," with quartette chorus.

031361. MINSTREL RECORD C. Record C contains "Dixie Dear," sung by Billy Murray with quartette chorus.

These are certainly the most interesting collection of minstrel records that have been produced for any talking machine in many months. We are confident they will prove to be very attractive.

## 031362 DIXIE DEAR. (Quartette Chorus.)

This is a tuneful, sentimental ballad of the "Nature's dreaming moon's a streaming," sort. The words are sung by the soloist with remarkable distinctness, and the melody is of the "haunting" variety that you find yourself whistling unconsciously. The company joins in the chorus with the plaintive refrain, "Dixie, Don't You Hear Me Calling?" It is good for an encore every time.

031363. NEARER MY GOD TO THEE. With organ accompaniment. This favorite hymn needs no introduction. This record by the male quartette is sweet and clear, with all voices harmonized and well balanced.



## HARRY TALLY. Orchestra Acc.

031364. ANXIOUS. Another of those popular love songs on the order of "Coax Me" and "Teasing."

## HARLAN and STANLEY. Orchestra Acc.

031365. I LONG TO SEE YOU ONCE AGAIN. A touching song of longing for the old farm. The bright June days suggest the shaded porch, the green fields and the daisies.

"For I'm weary of the city's glare,  
Its mingled pride and pain,  
And gladly now I'd leave them all  
To see you once again."

## FRANK STANLEY. Orchestra Acc.

031366. BELLE OF THE BALL. By the author of "After the Ball," one of the most promising ballads of the season. Messrs. Chas. K. Harris & Company, the publishers, predict a phenomenal call for this selection. A waltz song of more than ordinary distinction.



## CURTI'S MEXICAN ORCHESTRA.

We consider that the following list of selections by this famous orchestra, under the leadership of Carlos Curti, should prove to be unusually attractive. The music is essentially Spanish in its rhythm, and the dances are decidedly characteristic. In several of the numbers is introduced a distinctly Mexican instrument called the "Juiro." This consists of a dry gourd, hollow, the outside of which is made rough by being scarred, and it is played as an accompaniment to the Spanish dances. The effect is similar to our sand dance effect. In playing it the Mexicans use a small steel rod to scrape across the scars on the gourd.

031367. EL AMOR ES LA VIDA. (Love is Life.) Mexican Dance.

031368. LA GOLONDRINA. (The Swallow.) This popular number is known everywhere as the Mexican "Home, Sweet Home." In this record it is played as a cornet duet with full orchestra accompaniment.

031369. EL MATADOR. Spanish two-step. In this selection the Mexican "Juiro" is used.

031370. JOTA, LA GRAN VIA. The Spanish Jota Dance may be regarded as typical of all Spanish music. The movement is peculiar and it is always used for accompanying dancing señoritas.

031371. LAS GOLONDRINAS. A beautiful Castilian waltz.

## 7 INCH RECORDS.

196. 'TILL WE MEET AGAIN. Waltz. Band.
197. AFLOAT ON A FIVE DOLLAR NOTE. Collins and Harlan.
198. HONEY, WON'T YOU LOVE ME LIKE YOU USED TO? Collins and Harlan.
199. HERE IT COMES AGAIN. Arthur Collins.
200. DADDY'S LITTLE GIRL. Byron G. Harlan.
201. BUFFALO RAG. Banjo Solo. Vess L. Ossinan.
202. BELLE OF THE BALL. Frank C. Stanley.
203. THE SAME OLD GIRL. Frank C. Stanley.



# AMERICAN RECORD COMPANY,

Hawthorne, Sheble & Prescott, Sales Managers,  
Springfield, Mass.





# The Talking Machine World

Vol. 2. No. 5.

New York, June 15, 1906.

Price Ten Cents

## PLANS TO DISSEMINATE MUSIC.

**Two Inventors of Muscatine, Ia., Plan to Outdo Dr. Cahill—Will Furnish Continual Performance for Five Cents a Day.**

August Granville, an inventor, and Walter Wolfe, an electrical engineer, of Muscatine, Ia., are the inventors of a system by which music may be disseminated over a territory of any extent for a sum less than five cents per day.

Mr. Granville's invention consists chiefly of an instrument called an ampliphone which can be placed in any house the same as a telephone receiver and when music is desired all that is necessary is to turn on a switch similar to that of an electric light and immediately strains of music will be produced from the horn of the ampliphone.

The music is of the same nature as that which is produced by a phonograph, but by Mr. Granville's system it will be furnished at a cost which is insignificant even compared with the cheapest phonographic machines. The plan at present is to furnish a daily programme showing a continuous entertainment for music lovers during every minute of the year. On this programme there are set pieces every 15 minutes. The intervals between these pieces are filled in with songs, comic speeches and light vaudeville and such encores as may be requested by telephone of the operators in the company's office. The owner of the invention will immediately interest capital in his scheme, and plans are already on foot to install the system extensively all over the country.

If one has company to dinner and desires to dine to the accompaniment of strains of the best compositions and newest songs that are in the city music houses all that is necessary is to call central and ask for a certain selection and turn on the switch. Or make the connection and take whatever comes in the way of music. Selections of all kinds will be furnished from the snappiest ragtime to the heaviest of classical selections, and one may turn on the switch at any selection that is desired, the programme being changed each day.

The inventor makes the claim that for \$1 a month the instruments can be placed in houses at any place along the wires of the company, and for this sum the subscribers may have music at any time they desire it or they may have a continuous concert during every moment in the day and night if they wish.

The ampliphones will be put in at a trifling cost to the company, and the subscriber has no expense except the monthly dues. Several instruments are in operation in Muscatine, and so far they have been highly successful. It remains to be seen whether they will be as successful on a larger scale or not.

## SPAIN INCREASES DUTY ON "TALKERS."

A report from Consul-General Ridgely, of Barcelona, to the Bureau of Manufactures, gives the rates of the new Spanish tariff which goes into effect July 1 with duties payable in gold. Among the various specialties enumerated are that of talking machines which hereafter will pay a duty of \$1.93 per kilogram instead of \$1.30 as at present.

## ALL-THE-VICTOR-RECORDS-CONCERT.

George M. Pitot, manager for the New Haven house of the M. Steinert & Sons' Co., has taken up the practice of announcing a concert on the 28th of each month, at which the entire list of the Victor records for the ensuing month are played. Announcements are made by mail and through the papers of a free concert and the interest awakened is remarkable.

## McGREAL SECURES NEW QUARTERS

**For Their Wholesale Business in the Seeman Building—Retail Will be Continued at Old Store—Steady Expansion With This House.**

(Special to The Talking Machine World.)

Milwaukee, Wis., June 7, 1906.

McGreal Bros., the prominent jobbers of Edison phonographs and Victor talking machines, records and supplies, have been steadily developing their business for the past few years, so much so that larger wholesale quarters became imperative. In order to meet the demands they have just taken a long time lease of the entire fourth floor of the Seeman Building, 317-319 Milwaukee street, which will be devoted exclusively to the wholesale trade, while the retail branch will be attended to as heretofore from their well-equipped quarters at 173 Third street. This division of interests will enable them to cater, with much greater dispatch, to the calls made upon them.

## DEALERS CAN MAKE MONEY.

**That Is All Who Desire to do so if They Handle Talking Machines and Work Up Their Territory—An Illuminating Example.**

A new York City dealer in talking machines, in commenting on this branch of the trade as a means of livelihood, remarked to the World: "I am surprised at the scarcity of talking machine dealers in the small towns in this and adjoining states. I recently had some business in eastern and northern New York and in New England, and made a point of visiting some towns of from 1,500 to 3,000 inhabitants, and was greatly surprised not to find a single person handling these profitable instruments. There were several men dealing in pianos and music in a small way, who, when I suggested that they look into the talking machine trade, said that they could not afford to carry a stock, and 'any way, the people round here won't pay any such fancy prices for talking machines.'

"When I told them what I was doing in New York, they replied: 'New Yorkers have more money to spend than country people.' I proposed to one man, who had a good place for such a business, that I would stock him up on a partnership basis, and sent for two disc and two cylinder machines and about 200 records suitable for the community. The village had about 2,000 population, with an outlying farming population of as many more.

"I advertised a concert in the local hall and packed it to overflowing, and took occasion, between the changing of records, to tell the audience of the wonderful improvements that had been made in talking machines during the past few years, their scope and cost, and finally that my friend would supply any who cared to purchase on 'easy terms.'

"I stayed a week with him, and when I left, between us we had booked orders for twelve disc and fourteen cylinder machines, and over 200 records, with a big bunch of prospects in view. What we did, any live man in a country village of a thousand or more inhabitants can do, and it only requires the same amount of courage as it takes to make a plunge into cold water to be successful. Of course, it is unwise to put in a big stock on the start, particularly of records, as the demands of the community must be carefully studied. My erstwhile partner is now running the business for himself, and has made a good thing of it."

The Crescent Talking Machine Co., who manufacture the Crescent Tone Modulator, have opened offices at 3749 Cottage Grove avenue, Chicago, Ill. The manager is Frederick Sheppy, formerly with Lyon & Healy.

## THE VALUE OF COURTESY.

**As Necessary in the Talking Machine Business as Capital—An Illustration to Prove the Point—Worth Noting by the Unobserving.**

Courtesy is just as necessary in the talking machine business as capital, for without it the business cannot thrive. A friend of The World and an enthusiastic amateur talking machine man, speaking on this subject the other day said:

"I know by actual experience of a case where discourtesy proved a dealer's Waterloo. In one of our large cities there are situated side by side two talking machine stores. I had dropped in at one of these one afternoon to hear some new records, and was waiting my turn in the hearing room, when an old gentleman entered. He was tall and soldierly looking, with a fine face and masses of wavy white hair. The store at the time was in charge of a lad of eighteen, and there were beside myself several customers waiting to purchase supplies. However, without paying the slightest attention to any of us, the young man proceeded to entertain his friends, four in number, with an elaborate account of a burlesque show he had attended the night before.

"I would like to ask a few questions, please, about the flower horn. I understand that it is superior to all others, and if this is the case, I desire to procure one," said the old gentleman.

"Well, there's one; look at it!" shouted the boy over his shoulder, at the same time pointing a finger at a shelf where a row of horns stood. This accomplished, he went on talking to his friends.

"Will you be kind enough to demonstrate its superiority? I do not care to purchase until I have heard it in competition with other horns."

"Ah, say! old man, where you been? Any guy knows that the flower horn has got all others skinned to death."

"Well, I declare, such rudeness I never heard in all my life before," whispered the old gentleman indignantly to me. "Can you direct me to another store, where their salesmen are not young hyenas?" I volunteered to escort him next door, and he accepted my offer gladly. He purchased an expensive horn there and is one of this firm's best customers to-day.

"Others received the same treatment at the hands of this fresh youth, and left in disgust. Eventually the store changed hands, and there is positively no doubt that the discourtesy such as I have described was responsible for the change."

Moral: Be courteous.

## "TALKERS" FOR SUMMER OUTFITS.

**Dealers Should Make an Advertising Point of the Value of Talking Machines as Companions in Vacation Time.**

A Broadway dealer in talking machines is urging on his customers and friends the advisability of including a talking machine and goodly supply of records in their summer outfits. He impresses upon them the fact that there is nothing that will add more to the pleasure of their evenings than listening to the songs of the great artists or dancing on the grass or in the barn to the strains of their favorite orchestra. His efforts have evidently been crowned with success, if the number of dance and other records contracted for is a criterion. Dealers in talking machines may find the summer trade very profitable if they look for this class of trade. Several orders have been already executed for the equipment of some of the largest as well as small private yachts, some of the orders running up to several hundred dollars.

W. E. McArthur has added a phonograph department to his store in Augusta, Me.



# Majestic Self-Playing Piano

*The Pneumatic Coin-operated Piano without a fault. The best Spring and Summer Proposition a Dealer can take hold of*



View of Majestic Pneumatic Self-Playing Piano closed, showing its neat and artistic appearance. It sets close to the wall and all working parts are inside—away from meddlers. The special endless music roll is used and repeats itself automatically at the end of the program. This style is also playable by hand.

## THE SEASON of the MAJESTIC IS NOW!

You are looking around for a big seller that will yield a nice profit and keep things moving Here it is. Pianos in public places often take in \$5.00 to \$10.00 a day.

## THE MAJESTIC SELLS ON SIGHT

to Cafes, Hotels, Restaurants, Soda Fountains, Skating Rinks, and Amusement Parks and Resorts of all kinds, because they all appreciate its value as

## A WONDERFUL MONEY MAKER

Their customers pay for it. The returns are usually far more than is needed to

meet their payments on the instrument. This means satisfaction all around. To illustrate its value to the Cafe, etc.—if the Majestic played only 10 times in 24 hours the Cafe would still be making 36 per cent. on the investment. One of our dealers last season

## SOLD EIGHT MAJESTICS IN ONE MONTH!

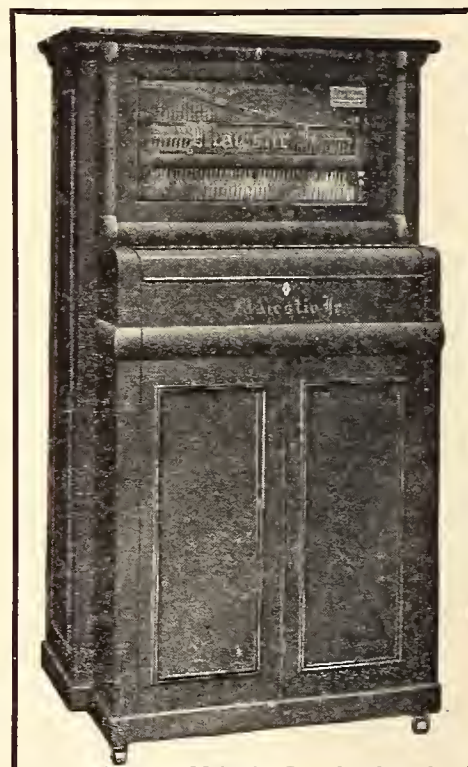
another seven—and so it goes. An unique feature of the Majestic is the ability to start it playing from any table in a resort by simply dropping a nickel in the slot at that point. The Majestic has a great many other exclusive features which make it by long odds the best Automatic Piano on the market. These are fully described in our catalogue, which will be furnished on application.

## SPECIAL OFFER OF EXCLUSIVE AGENCY

to those who take up the matter at once. Tear off the coupon in the lower corner and mail it to us to-day for full particulars. Address Dept. D

*Lyon & Healy*

Chicago



View of Majestic Jr. closed and ready for use. This is the smaller size 44-note player without keyboard, and is a perfect model of simplicity. It also uses the endless music roll, and is not affected by climatic changes.

LYON & HEALY: (DEPT. D)  
You may send catalog and full particulars of your special offer of exclusive agency for the MAJESTIC SELF-PLAYING PIANO.

Name.....

City.....

State.....





(Special to The Talking Machine World.)

London, England, June 5, 1906.

Let me at once congratulate the trade, factors and dealers, in America on having such a fine paper as The Talking Machine World to cater to them. It is one of the best I have come across during my twenty years' connection with the press.

\* \* \* \*

The trade in this country just now is most satisfactory. On every hand one hears of remarkable strikes made in the talking machine business during the past three years. One can hardly recognize the vast improvements made. The factors and dealers are just now waking up to the fact that a good business is obtainable both for disc and cylinder machines and records during the summer time, consequently all are very busy just now, and the prospects for the future are bright, rosy and most encouraging. I have recently interviewed the leading firms in London. What struck me mostly was the activity shown in every department of their business. Everywhere signs were clearly shown that the business in England to-day is a vast one. The managing director of the National Phonograph Co., J. H. White, assured me that his firm could not even now fill half the orders on hand. They are doing a splendid business, which is growing daily. From my inquiries the same can be said of the Columbia Co., Gramophone & Typewriter, Limited, Russell Hunting Co., British Zonophone Co., Odeon Co., Edison-Bell, Limited, and the Neophone Co., Limited. All seem well satisfied with their present output, which I am assured is 75 per cent. better than at the same time last year.

\* \* \* \*

S. W. Dixon, the popular and energetic manager of the Gramophone & Typewriter, Limited, is now in South Africa opening up new business of his company. I am told he has met with considerable success. He returns to London at the end of June.

\* \* \* \*

Regret throughout the whole of England has been freely expressed at W. E. Fisher severing his connection with the Columbia Co. The six years he spent in England must have been very pleasant to him, and at the same time very profitable to the Columbia Co. He was respected, admired and beloved by every factor and dealer in England. May he enjoy better health in his own country is the wish of all. He is succeeded here by Joseph P. Bradt, who has been transferred from the Berlin branch of the Columbia Co.

\* \* \* \*

Russell Hunting, one of the greatest experts in recording in the world, is making a bold bid for premier position with the "Sterling" records. To sell 1,000,000 in six months is certainly several steps to that end, and I shall expect his copy to beat all "records" in the near future.

\* \* \* \*

The Pathé Freres, Limited, London, have just put on the market some very fine standard records of violin solos. They are having a huge sale in England, and should command success abroad.

\* \* \* \*

The largest factors in England, Messrs. J. G. Murdock & Co., Limited, are doing a fine trade just now. When I say that they always carry a stock of 300,000 cylinder records and nearly as many disc records, one cannot wonder at their success.

\* \* \* \*

P. Mellerio, who was for some time manager of the Zonophone Co., has been appointed assist-

ant sales manager to the National Phonograph Co. He is one of the best liked men in the business, and I wish him every success.

\* \* \* \*

I notice that the Neophone, Limited, have opened up business in New York. If my friend Cameron does as well in the States as he has done in London his company will have a lot to thank him for. By the way, this company have just introduced a new style of disc record which they claim to be absolutely unparalleled in their perfection. They are called "Neolite," and the 12-inch double-sided sell at 3 shillings each.

\* \* \* \*

Since the reduction in Zonophone records—7-inch, 1 shilling, 10-inch, 2 shillings—and the appointment of Mr. Long to the managership of the company, they have been compelled to take much larger premises in City Road. The sales of their records now are stupendous.

\* \* \* \*

The American Talking Machine Co., of Putney, London, furnish a remarkable instance of holding a very big stock of records. An order was sent them of 1,436 different numbers, and from stock 1,398 titles were filled.

\* \* \* \*

The Edison-Bell Co., of Charing Cross Road, are bringing out a new cylinder 1-shilling record, which they have named "a spun record." The name implies that it is made by "spinning," and a very ingenious process it is, I am told. More anon on this.

\* \* \* \*

A very amusing case was recently heard in the High Courts of Justice here and which occupied several columns in our daily press. A private gentleman, living at one of the popular seaside resorts, brought an action against his next-door neighbor to stop him playing a Monarch gramophone in the small hours of the night. The plaintiff and his wife said that all the defendant repeatedly played was "Bedelia," and the wife's nerves became unstrung by it. The judge ordered the offender to be brought into court. This was done to the delight and amusement of a crowded court. The first record put on was one of Caruso's, and his lordship thought it very good indeed. The machine was then taken into the well of the court, and the offending record, "Bedelia," put on, and the court people laughed and applauded it with glee. Eventually the parties came to terms, and the gramophone once more triumphed.

\* \* \* \*

The "Advertiser's" Berlin correspondent tells a pretty story which is worth "recording" here. A visitor to Berlin lost his pet dog in the city.

After his return home a friend found what he believed to be the missing dog, so he at once rang up the master on the telephone and applied the receiver to the spaniel's ears. As soon as the spaniel heard "his master's voice" he began to bark joyously, and could hardly be got away.

\* \* \* \*

In the House of Commons on April 26 on the vote of £602,700 for salaries and expenses, Colonel Legge moved the reduction of it by £2,000, the sum paid to the Earl of Crewe as Lord President of the Council. The gallant soldier said that "a gramophone could perform at much less cost the duties required of Lord Crewe in the House of Lords. It was stated that Lord Crewe received this £2,000 yearly for answering questions in the Lords, to which Colonel Legge replied, "That the gramophone could do it much better." There's fame and free advertising for you!

\* \* \* \*

Signor Caruso, who is appearing at Covent Garden Opera just now, has made some magnificent records for the Gramophone Co. These remarkable records (12-inch) are all with orchestral accompaniment, and are unquestionably the most lifelike and thrilling reproductions of the great tenor's voice ever made: "M'appari tutt' amor" ("Marta," Flotow), "Che gelida manina" ("La Boheme," Puccini), "Spirito gentil" ("La Favorita," Donizetti), "Salut demeure" ("Faust," Gounod), and the following 10-inch records: "Di quella pira" ("Il Trovatore," Verdi). Price £1 each. In acknowledging them, Signor Caruso wrote the Gramophone Co. as follows: "Gentlemen—I am indeed satisfied with my new records. They are magnificent, and I congratulate you on the great improvement you have made in the last year." The sales in England alone are enormous for these records. They are grand and perfect.

\* \* \* \*

Two record manufacturing companies have just "gone under." They are the Nicole Disc Co. and the Electric Cylinder Co. Both issued cheap records, and "cutting" killed them.

\* \* \* \*

There are signs in England to-day that in the near future the first-class disc machines and records will certainly hold the sway. Every dealer that I have met distinctly asserts that he is doing more in disk making and records to-day than he has ever done since he went into business. This should be "cheery" reading to disc manufacturers. I have always contended this would come about if handled properly.

F. PROCTOR, A. J. I.

## PHOTOS OF TALENT

### MAKING "EDISON" AND "VICTOR" RECORDS

**We are prepared to furnish finely finished and mounted Photographs of the following (size 6 1-2 x 9 1-4 inches) each bears fac-simile signature of the artist.**

#### SINGLE PHOTOS

Ada Jones.	John H. Bieling.	Edward Barrow.
Len Spencer.	John Hazel.	Frank R. Seltzer.
Arthur Collins.	S. H. Dudley.	Wm. Tuson.
Byron G. Harlan.	Charles D'Almaine.	E. A. Jaudas.
Billy Murray.	Eugene C. Rose.	Harry Anthony.
Bob Roberts.	Frank S. Mazziotto.	Andrew Keefe.
Harry MacDonough.	Frank C. Stanley.	John Kaiser.
Irving Gillette.	Edward M. FAVOR.	Billy Golden.
Joe Belmont.	Albert Benzler.	Julian Rose.
Fred W. Hager.	Marie Narelle.	Wm. F. Hooley.
	Hans Kronold.	

#### GROUPED

Edison Quartette.	Harlan & Stanley.
Beiling & MacDonough.	
Anthony & Harrison.	Collins & Harlan.
Jones & Spencer.	

NO EXTRA CHARGE FOR GROUPS.

**Retail at 35 Cents Each**

**Dealers Net Price 21 Cents Each**

We are Exclusive Distributors in Mass., R. I., Conn., N. H. and Me. for

**MEGA FLOWER SHAPED HORNS**

For Cylinder and Victor Tapering Arm Machines

MADE IN TWO SIZES AND SIX COLORS

The Most Attractive and Best Amplifying Horn Made

Send for Circulars, Color Sheets and Net Prices

Price Restricted, Guaranteeing the Dealer a Good Profit

**THE EASTERN TALKING MACHINE CO.**  
177 Tremont Street, Boston, Mass.

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES.  
Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS



### LOUIS F. GEISSLER'S ADDRESS

At the Recent Convention of the National Piano Dealers' Association in Washington Has Been Widely and Favorably Commented on—Value of the One-Price System.

At the recent convention of the National Piano Dealers' Association, held in Washington, D. C., which was one of the most important and best attended gatherings of the music trade of this country that ever assembled, a very interesting paper was read by Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J. His remarks made a profound impression, and there can be no question that they were productive of splendid results. His paper was as follows:

#### LOUIS F. GEISSLER'S PAPER.

Gentlemen:—I have been requested to say something on the relation of the talking machine business to the piano industries. While the compliment paid me by your organization is duly appreciated, a rather embarrassing situation is thrust upon me, because it does not seem possible for one to say anything on the talking machine business to you gentlemen without being compelled to season it so highly with a positive atmosphere of advertisement of the talking machine industry as to be in very poor taste and objectionable.

It has been my privilege to view the music, piano and talking machine business from a great number of viewpoints, and the strongest impression that has been left on my mind (and I think it would be indorsed by such piano houses as have had experience somewhat similar to mine) is the gratitude that the piano and allied musical and talking machine manufacturers and dealers should feel toward the fates that brought the talking machine as a musical instrument into existence. It has been a creator of new business, a producer of profits to all those who have appreciated the commercial value of the article and given it the attention which its merits deserve, such as no other one article invented in recent years has been in our music trade. Its connection is more closely allied with the capital and profits which actuate the piano industry, it is my opinion, than it is to the piano itself, and in this way does the talking machine best illustrate its relation to the piano industries.

It is the honor and pleasure of some of the talking machine companies to be connected with the largest piano, small goods and sheet music houses in the United States. Of late, quite a number of exclusive piano houses have seen fit to add an exclusive talking machine department, thereby indorsing the views of talking machine makers that such an act will prove helpful and not harmful to their piano sales.

The question that is uppermost in the minds of piano merchants not dealing in our line naturally is, "Is it a good or a bad thing for us to take hold of or for others to sell?" Our answer and opinion, based upon an observation of its workings throughout the United States, is decidedly in favor of the talking machine; we have had no concern which has gone into it report to us that it has exercised any influence against piano sales; we have had dozens of concerns report an enormous increase of visitors to their stores since its addition.

Let each man think for himself—would he do without his piano on account of the talking machine? Would he refrain from buying one on account of the talking machine? If his children came to him and showed a preference for the talking machine, would he not absolutely coerce them into the purchase of a piano for the sake of a really fundamental musical education before he would buy his talking machine?

Do children really practice at their piano in one case in five hundred of their own volition? The labor is pressed upon them by their elders who know better. However, is it not a fact that the talking machine, and notably the Victor, with its higher aims at musical—operatic and classical—record production, educates and familiarizes these students with desirable music and selections more in three months of possession

than they would, in all probability, acquire in five years of piano practice?

However all this may be, the talking machine industry has arrived at that stage of strength and rapidly increasing growth that it can no longer be ignored as it was in its infancy by the piano houses. Speaking for my own company, I would state that we are more than desirous of marketing our goods through the medium of the music trades. It has been the persistent policy of such splendid merchants and broad-minded men as our president, Mr. Johnson, and vice-president, Mr. Douglass, since the inception of the company, and the piano trades must not let these opportunities go into the hands of other lines of trade or exclusive talking machine houses, unless they wish to give over to them a constantly growing department.

It has occurred to me, and has been the subject of a few talks with piano dealers and trade paper publishers when at our office, that piano manufacturers and dealers, without reference to whether they wish to handle talking machines or not, should make a study of the methods as practiced by some of the manufacturers of talking machines. For the first time in the history of the trade it has been proven conclusively, and adjudicated favorably in the courts of the country, that a one-price system can be maintained; that arbitrary prices placed upon wares covered by a patent was feasible and legal; that a manufacturer making pianos in Boston may establish a line of prices on his various styles, in consequence of patent rights, that would place his business throughout the country in as stable a condition as is our own; that he may even go further, and properly establish one price for the Eastern States and another for the Middle West, and a third for his Pacific Coast representatives, prices advancing as necessitated by freight rates or increased selling expenses. Our experience proves to our satisfaction that the merchants throughout the country would hail with joy the application of talking machine principles and methods to their piano departments. It is truly interesting, sometimes amusing and always instructive, to go into a large music house where, perhaps, a piano department is run without a one-price system, then to slip down into the sheet music department, provided there is some cut-rate work going on in that city in the music houses, or perhaps in the department stores, and note the somewhat chaotic condition of the minds of the salesmen, and then to pass into the talking machine department, where everything is comparative serenity. To offer a price or a condition other than that authorized by the factory is useless—would not be submitted for consideration to the management; a five-dollar-a-week clerk, if he knows his stock of records and is courteous, is frequently trusted with a \$200 customer, and can make the sale with the same authority as the manager, and, strange to say, dickering and bickering on the part of customers is noticeable by its absence in that department. It is for this condition of affairs injected into the music business by the talking machine department, and which condition we all know was generally absent in the music trade until of recent years, that the piano trade, as before stated, would be under, we might say, obligations to the talking machine people were they to study up the talking machine situation and inculcate some of their merchandizing methods with the dealers. We venture to predict that an improvement and expansion almost inconceivable will continue in the talking machine world; that more beautiful, more extensive and higher priced styles are to come, assuring larger sales, more profitable and easier selling goods for those who can afford to pay for them. The great strides being made in the perfection of sound-recording and class of records, with the bringing together of the world's great artists in concerted work, such as our company has done recently in the voices of Eames, Sembrich, Caruso, Scotti, Plancon and other artists, will force further the talking machine into the homes of the wealthiest and most artistic, and is also an assurance of the future growth and permanency of the talking machine industry.

That the piano will likewise precede the talking machine into the homes of the people, and continue to be its necessary and one of its earliest acquired pieces of furniture, we firmly believe, but the piano trade should realize that the situation and relation of the talking machine to the piano trade is of utmost importance and worthy of their serious and favorable consideration if they would maintain their reputation for enterprise and far-sightedness.

In conclusion, I would state that a visit of inspection from all of the piano trade to the talking machine factories, I know, would be welcomed by them. In no other way can so good an impression of the extent, development, dignity and systematic production and organization of the talking machine business be had, and on behalf of my company, I will extend most heartily a cordial invitation to you all to call.

### MUSICAL ECHO CO.'S NEW QUARTERS.

Will Move July 1st to 1217 Chestnut Street Where They Will Have Handsome Ware-rooms—L. J. Gerson to be Married.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 6, 1906.

The Musical Echo Co., which is now under the able management of Henry D. Marschalk and Louis Jay Gerson, expect to move from their present quarters to 1217 Chestnut street, one block below their present location, which will give them splendid facilities for handling a large wholesale as well as retail business.

It is their intention to give up their present location July 1, at which time they will be in position to open up in their new establishment, which will be one of the handsomest and best equipped talking machine stores in the country. The new establishment is 30 ft. wide and 150 ft. in depth, with a fine basement underneath the entire store. It is the intention to have a series of sound-proof booths along one side of the store, and parallel with these booths will be the auditorium, to be used for concert work as well as a general salesroom. Towards the front, adjoining the window, will be a beautifully finished display room about 25 ft. wide and 50 ft. deep. The rear part, where there is a mezzanine gallery, will be devoted to offices and stock. A front part of the basement, made easily accessible through a wide staircase, will be made into a retail Edison salesroom, and in this room will be kept a retail stock of Edison records, so as to facilitate the handling of customers. The balance of the basement will be devoted to stock and shipping.

An interesting item of news in connection with the Musical Echo Co. is that Mr. Gerson will be married June 16 to Miss Jean Ingelow Macauley. His many friends in the trade will extend to him the heartiest wishes on this important venture on the sea of matrimony.

### MRS. EDISON'S GIFT TO MISSION SOCIETY.

(Special to The Talking Machine World.)

Akron, O., June 6, 1906.

Rev. T. L. Ketman gave an interesting review of the work that has been accomplished by the American Baptist Publication Society, at the First Baptist Church, Sunday evening, and incidentally referred to the assistance that had been given by Mrs. Thomas Edison, of Orange, N. J., who is now visiting in Akron. Mrs. Edison presented the association with mammoth phonographs, which have been installed in the mission cars belonging to the society, and six of which are now in commission.

Among recent incorporations is that of Ashtabula Phonograph Co., Ashtabula, O., with a capital of \$10,000, and that of Dixie Music House, Chicago, Ill., capital \$30,000, to manufacture and deal in musical instruments.

A talking machine department has been added by the Pasadena Music Co., Pasadena, Cal., who will handle Columbia and Victor machines and records.





## 49,000,000 prospective customers

are reached every month by the *Victor* magazine advertising.

Many of these 49,000,000 readers live right in your neighborhood, some of them pass your store frequently, but do they know that you sell those

## Victor Talking Machines and Records

which they see advertised in the leading magazines?

It will pay you to tell them, through advertising in your local newspapers, through circular work, window displays, etc.

After we spend hundreds of thousands of dollars to get people interested, you shouldn't lose a single sale just because people don't know where they can hear the *Victor*.

Let them know you handle the *Victor*, invite them to your store to hear it, and you'll soon find out that you are doing more business and making more money.

The dealers who have the most success with the *Victor* are those who do the most liberal advertising.

### Victor Talking Machine Company

Camden, N. J.

☞ P. S. Try this plan and see if it doesn't pay you: Place standing monthly orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them.) Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor Distributors as follows:

Altoona, Pa. .... W. H. & L. C. Wolfe.  
 Atlanta, Ga. .... Alexander-Elyea Co.  
                                 Phillips & Crew Co.  
 Baltimore, Md. .... Cohen & Hughes.  
                                 E. F. Droop & Sons Co.  
                                 H. R. Eisenbrandt Sons.  
                                 Wm. McCallister.  
 Birmingham, Ala. .... E. E. Forbes Piano Co.  
 Boston, Mass. .... Oliver Ditson Co.  
                                 Eastern Talking Machine Co.  
                                 M. Steinert & Sons Co.  
 Bridgeport, Conn. .... F. E. Beach Co.  
 Brooklyn, N. Y. .... American Talking Machine Co.  
 Buffalo, N. Y. .... Robt. L. Loud.  
                                 Walbridge & Co.  
 Canton, O. .... The Klein & Heffelman Co.  
 Charlotte, N. C. .... Stone & Barringer Co.  
 Chicago, Ill. .... Lyon & Healy.  
                                 The Talking Machine Co.  
                                 The Rudolph Wurlitzer Co.  
 Cincinnati, O. .... The Rudolph Wurlitzer Co.  
 Cleveland, O. .... W. H. Buescher & Sons.  
                                 Collister & Sayle.  
                                 Eclipse Musical Co.  
 Columbus, O. .... The Perry B. Whitsit Co.  
 Dallas, Tex. .... Thos. Goggan & Bro.  
 Dayton, O. .... The Fetterly Piano Mfg. Co.  
 Denver, Colo. .... Knight-Campbell Music Co.  
 Des Moines, Iowa .... Edward H. Jones & Son.  
 Detroit, Mich. .... Grinnell Bros.  
 Dubuque, Iowa .... Harger & Blish.  
 Duluth, Minn. .... French & Bassett.  
 El Paso, Texas. .... W. G. Walz Co.  
 Galveston, Tex. .... Thos. Goggan & Bro.  
 Grand Rapids, Mich. .... J. A. J. Friedrichs.

Harrisburg, Pa. .... S. A. Floyd.  
 Honolulu, T. H. .... Bergstrom Music Co.  
 Indianapolis, Ind. .... Carlin & Lenox.  
                                 C. Koehring & Bro.  
 Jacksonville, Fla. .... Metropolitan Talking Machine Co.  
 Kansas City, Mo. .... J. W. Jenkins Sons Music Co.  
                                 J. F. Schmeltzer Sons Arms Co.  
 Little Rock, Ark. .... O. K. Houck Piano Co.  
 Los Angeles, Cal. .... Sherman, Clay & Co.  
 Memphis, Tenn. .... O. K. Houck Piano Co.  
 Minneapolis, Minn. .... Minnesota Phonograph Co.  
 Mobile, Ala. .... Wm. H. Reynolds.  
 Montreal, Canada .... Berliner Gramophone Co., Ltd.  
 Nashville, Tenn. .... O. K. Houck Piano Co.  
 Newark, N. J. .... Douglass Phonograph Co.  
 Newark, O. .... Ball-Fintze Co.  
 New Haven, Conn. .... Henry Horton.  
 New Orleans, La. .... Nat'l Auto. Fire Alarm Co.  
                                 Philip Werlein, Ltd.  
 New York, N. Y. .... Bettini Phonograph Co., Ltd.  
                                 Blackman Talking Machine Co.  
                                 Sol. Bloom.  
                                 C. Bruno & Son.  
                                 I. Davega, Jr.  
                                 S. B. Davega.  
                                 Douglas Phonograph Co.  
                                 The Jacot Music Box Co.  
                                 Stanley & Pearsall.  
                                 Benj. Switky.  
                                 The Victor Distributing & Export Co.  
 Omaha, Neb. .... Piano Player Co.  
                                 A. Hospe Co.  
                                 Nebraska Cycle Co.  
 Peoria, Ill. .... Chas. C. Adams & Co.

Philadelphia, Pa. .... C. J. Heppe & Son.  
                                 Musical Echo Company.  
                                 Penn Phonograph Co., Inc.  
                                 Wells Phonograph Co.  
                                 Western Talking Machine Co.  
                                 H. A. Weymann & Son.  
 Pittsburg, Pa. .... Theo. F. Bentel Co.  
                                 Pittsburg Phonograph Co.  
                                 Powers & Henry.  
                                 Standard Talking Machine Co.  
 Portland, Me. .... Cressey & Allen.  
 Providence, R. I. .... J. Samuels & Bro.  
 Richmond, Va. .... W. D. Moses & Co.  
 Rochester, N. Y. .... Giles B. Miller.  
                                 The Talking Machine Co.  
 Rock Island, Ill. .... Totten's Music House.  
 Salt Lake City, Utah. .... Carstensen & Anson Music Co.  
 San Antonio, Tex. .... Thos. Goggan & Bro.  
 San Francisco, Cal. .... Sherman, Clay & Co.  
 Savannah, Ga. .... Youmans & Leete.  
 Seattle, Wash. .... Sherman, Clay & Co.  
 Sioux Falls, S. D. .... Sioux Falls Talking Mach. Exchange.  
 Spokane, Wash. .... Eiler's Piano House.  
 Springfield, Mass. .... Metropolitan Furniture Co.  
 St. Louis, Mo. .... O. K. Houck Piano Co.  
                                 Koerber-Brenner Music Co.  
                                 St. Louis Talking Machine Co.  
 St. Paul, Minn. .... W. J. Dyer & Bro.  
                                 Koehler & Hinrichs.  
 Syracuse, N. Y. .... W. D. Andrews.  
 Toledo, O. .... The Hayes Music Co.  
                                 A. J. Rummel Arms Co.  
                                 Whitney & Currier Co.  
 Washington, D. C. .... John F. Ellis & Co.



## THE MONTH'S HAPPENINGS IN PHILADELPHIA.

Demand for Records Still Unfilled—Phonograph Burglar Alarm Protective Co. Perhaps—Popular Versus Classical Records Discussed—Activity at Victor Plant in Camden—Politician Utilize "Talker" to Good Purpose—Bellak's Sons to Handle Graphophones—Some Early Talking Machine History from David Keen—Manager Goodwin Goes to Providence—Dealers as a Whole Are Optimistic Over Outlook—Are Talking Machines an Annoyance?

(Special to The Talking Machine World.)

Philadelphia, Pa., June 9, 1906.

Local jobbers of talking machines and records almost unanimously report that trade would be far better if they could only get needed discs and records from the manufacturers. "It is old records we want," is the way one jobber put it; "popular airs and songs which made a hit and which went like hot cakes. Yes, there is always a fair demand for new records as they appear, but the buying public want the old ones first."

Trade has fallen off some, as is usual at this time of year. May was a pretty good month, due in part to orders from pleasure park managers and people going to seaside and mountain. In a few cases jobbers have called in their outside salesmen until fall.

Said Manager F. B. Reinick, of the Western Talking Machine Co., 128 South Ninth street: "We ought to have a good summer's business; the only drawback is our inability to get records demanded."

"Business is keeping up very well," reported Manager J. B. Miller, of the Penn Phonograph Co., South Ninth street. "It would be better if we could get back-number records, the demand for which keeps up remarkably well."

Said Manager H. T. Lewis, of the Lewis Talking Machine Co.: "There is a good demand for June record catalogues. We find trade far better than it was several weeks ago."

R. G. Oellers, trustee, 540 Drexel Building, transacted good business the past month in Talk-o-phone tapering arm machines and outfits. Orders came in mainly by mail, and as prices were under usual figures a good business resulted.

According to William H. Klotz, a musical instrument dealer of Macungie, Pa., a phonograph set off by intruders, recently frightened away burglars who intended to rob his store. Referring to the case a large local jobber said: "Who knows but that we may have a 'Phonograph Burglar Alarm Protective Co.'? The idea is plausible. Equip windows and doors with wires which, when pushed or bent by burglars will set a strong-lunged phonograph going, and I have an idea the ordinary burglar will be glad of a chance to decamp. To enlarge on the idea, let the talking machine be placed before a telephone and automatically connected so that the nearest police station will hear the phonograph yelling 'Stop thief! Police!' Then there would be a chance of capturing the thieves."

The Central Phonograph Co., 251 North Ninth street, owned by L. Futernick & Co., report seasonable business in both Edison and Victor lines.

Walter Eckhardt, manager of the Columbia Graphophone Co.'s wholesale department, visited the branch offices here the past month.

"Classical music records are in limited demand," said a large jobber who has had a num-

ber of years' experience. "I find that people capable of appreciating classical music are rather intolerant of phonograph classics—they want their sonatas and chamber music given forth by pianos and other musical instruments. The average buyer of records wants 'popular' airs and jolly and sentimental songs. With them it is 'skiddoo' to what to them is unintelligible sounds, but which advanced musicians appreciate so well as classical compositions. I question whether talking machines will teach the great masses to appreciate classical pieces; the average person nowadays turns to the talker for recreation and relaxation rather than advanced knowledge of harmony, counterpoint and fugue. 'Wait 'Till the Sun Shines, Nellie,' does them more good than a heavy Bach number; in fact, several of our customers who bought classical records returned them, saying, 'They're broke; no tune to 'em.' So, you see, popular, light, easily understood songs and airs are the records most wanted and where the money is. And it is no reflection whatever on our good common people. They have a right to say what they want and buy it. We can't all be virtuosos—eh?"

A number of jewelers, it is noticed, have added a stock of phonos and records to their regular lines, and it tends to give a higher "tone" to the retail selling end.

Building activity is noticeable in and about the plant of the Victor Talking Machine Co., Camden, N. J. The fifth story addition to the Front street factory will be occupied as the mechanical motor manufactory. Good progress is being made on the new power building on Cooper street, while borers are driving an artesian well at the corner of the two thoroughfares named, the second one sunk by the company. Secretary A. C. Middleton is preparing plans for the new office building which will be erected on Front street, opposite the present main building and adjoining the large factory of the Esterbrook Pen Co. When the laboratory is built on the northwest corner of Cooper and Front streets the Victor folks will occupy three of the four corners—the fourth corner being a part of beautiful Cooper Park.

It turns out that Isaac Seligman, who has property near the Victor Co.'s works, and who has endeavored to prevent the operation of the power plant at night, claiming it annoyed him, asked \$8,000 for his property about a year ago. President Johnson offered him \$6,000, reckoned a very generous price, which Seligman refused. Since then Seligman has evinced a disposition to harass the company. Camden city officials are displeased with him. They realize the Victor Co. have been a benefactor to the city and want the company to have every-reasonable facility to operate its plant freely and fully.

Said Frank Middleton, of the Victor publicity

department: "We ceased night work June 4, having caught up enough with orders to justify that move. Of course, we haven't filled orders, and we are very busy in the packing department; but with one million records on hand we believe we can get along now for a while without running at night. Business on talking machines is very good."

Vice-President Leon F. Douglas was on the sick list the past month, being indisposed and in need of a rest. Mr. Douglas and Mr. Johnson were recent Florida visitors, and had as their guest Mr. Williams, the company's London representative. The three managed to catch two tarpoons while on a fishing trip, but no one knows how the piscatorial spoils were divided.

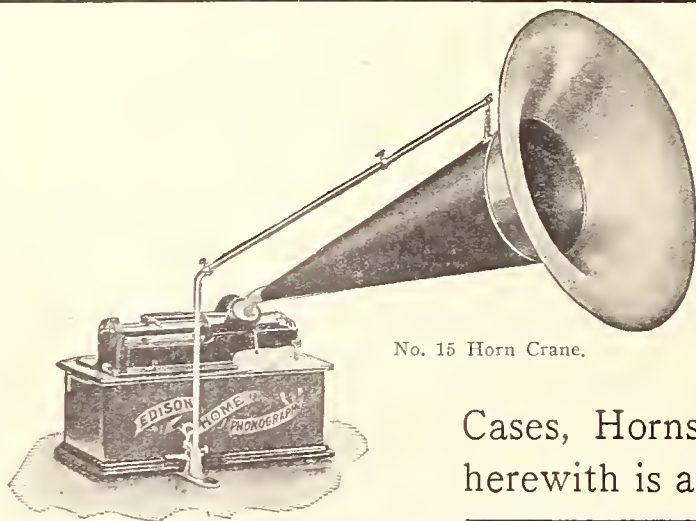
T. R. Goodwin, who successfully managed the Camden, N. J., Columbia store and salesrooms, left for Providence, R. I., the past month, where he takes charge of the Columbia Co.'s branch on Westminster street. C. E. Gabriel is now acting manager of the Camden branch, and he said of trade conditions: "Business is increasing right along. May was one of our very best months; we opened a large number of new accounts. C. H. Rogers, Columbia representative at Riverside, N. J., continues to add to his stock, and is building up a good, steady trade."

Unable to be in two places at the same time, a shrewd politician at Wilmington, Del., "talked" a red-hot political speech onto several records, and while he personally addressed a large meeting of the faithful in one hall, by talking machine proxy he whooped it up to an enthusiastic assembly in New Castle. When the "gang" applauded telling points, a knowing operator stopped the speech until the applause subsided, after which the address went on. This suggests the thought that "campaign literature" may go out in the future in the form of recorded "gab," a good picture of the "speaker" being displayed to add effect to the absent one's remarks.

The Lewis Talking Machine Co. the past month closed an agreement with J. Bellak's Sons, well-known pian dealers, Chestnut street, whereby that firm now carries a large and complete stock of Columbia graphophones, records, etc. The firm has given over the large fourth floor of its building to the talking machine department and placed a competent manager in charge. The venture has proved successful from the start, due mainly to the aggressive pushitiveness of the firm and good use of printers' ink.

David Keen, manager of the Keen Co., 132 North Eighth street, a recently incorporated concern, which will conduct a wholesale and retail phonograph business, is considered a godfather to the talking machine business in Philadelphia. In 1891 he was quite a phonograph expert, and has been connected with the industry ever since. In the days when the Gramophone Co. went into bankruptcy Mr. Keen purchased some 50,000 records from the receiver of the embarrassed firm. It is phonograph history now that Eldredge Johnson, now president of the Victor Co., purchased the gramophone machine patents and perfected them; and that the Universal Talking Machine Co. bought title to the gramophone records.

(Continued on page 10.)



No. 15 Horn Crane.

**A**RE you striving to increase your trade? If so you must be up to date and be able to deliver the goods.

Our increased facilities permit the carrying of the largest and most complete stock of Edison Machines, Records and Supplies in the state, as well as enabling us to handle a large supply of Cabinets, Carrying Cases, Horns, Stands, etc. Write us for prices. Crane advertised herewith is a new and interesting proposition for dealers.

**ECLIPSE PHONOGRAPH COMPANY, A. WM. TOENNIES, Proprietor, 203 Washington St., Hoboken, New Jersey**



# A VOLCANO OF MELODIES.



Coon Songs



Scotch Airs



Popular Music



Band Selections



Grand Operas



Orchestra Pieces



Our first announcement to  
to place  
**RECORDS MADE**  
by the most celebrated  
has

the effect that we are about  
on Sale  
**FOR US ABROAD**  
artists of Europe  
created

**a SENSATION**

A few of the many artists we have on our list are  
*Miles:* AGUSSOL, DEMOUGEOT, EISE ELIZZA, MARIE DIETRICH.  
*Messrs:* CONSTANTINO ALBERTI, NOTE, BERTI, LURIA, IMRE,  
BRAUN, WEBER, AUMONIER, PICCALUGO, MARECHAL, CARBELLI etc.  
together with Bands and Orchestras  
of the principal courts of Europe.

**THESE RECORDS WILL BE SOLD  
AT POPULAR PRICES.**

# IMPERIAL RECORD

**LEEDS & CATLIN CO.**

**NEW YORK**



When Mr. Keen put the records he purchased on sale the Universal Co. secured a writ of injunction stopping said sales. In turn Mr. Keen sued the company for damages, and next fall, in Pennsylvania courts, it is thought rather prolonged litigation between the parties will be decided. Incidentally, involved in the suits is the Auburn (N. Y.) Button Co., which was actual manufacturer of records for the Gramophone Co. Eldredge Johnson, who at the time conducted a first-class machine and foundry plant at Camden, N. J., manufactured the metal appliances, etc., used in gramophones. The suits mentioned have been interesting, if nothing else. Mr. Keen asserts he has papers to show that he purchased title to gramophone records of the receiver of the bankrupt company. The Universal Co., it is stated, claim the same thing.

"I was the first man to open a phonograph salesroom on Eighth street," said Mr. Keen to The World's correspondent, "and I have started several men in business who are now conducting successful salesrooms. I am patentee of the concert tapering arm, which saves scratching records and produces clear tones without vibrations. Demand for these arms continues good." Of present trade conditions, he said: "We have been open only a few weeks, and have found business very satisfactory. We handle Edison, Victor and Zonophone goods. The Talking Machine World has been a most helpful trade journal in advancing the interests of the industry."

An Allentown alderman the past month, under Pennsylvania's blue laws, fined Andrew Ebelhauser \$4 and costs for running a music box on Sunday to the annoyance of his neighbors. Some little time ago a Camden, N. J., man tried to secure an order from the court enjoining a rooster, owned by a neighbor, from crowing at "unholy hours in the morning," in Philadelphia recently a citizen took steps to have a neighbor's talking machine declared a "common nuisance," although so far no final action in the matter has been taken. Referring to the topic: "Phonographs as Disturbances of Others' Comfort and Peace," a large dealer here said: "Talking machines now have an enormous volume of sound, and in proportion to this sound-volume, length of time a machine is run, place where it is operated, and a few other considerations, depends possible future action by municipalities tending to govern and regulate the running of phonographs and automatic players. Talking machine enthusiasts unwittingly do a great deal to make the phonograph unpopular because they operate them night and day and 'at any old hour,' which any sane man must admit is foolish. I judge that in due time regulations more or less strict will apply to talking machines, just as now there are rules in many cities applying to street pianos, music after 10 o'clock p. m., etc. Such regulations will help and not adversely affect sales of phonographs."

A. B. Butcher, a popular Camden, N. J., confectioner, bought a talking machine in order to furnish amusement to patrons of his ice cream parlors. He became very much interested in the industry with the result that he laid in a good stock of records, etc., and is now carrying on a joint business. The "records" attract candy lovers and the candy, contrariwise, leads record buyers to invest in ice cream. Two birds killed with two stones.

Morris Keen, talking machine dealer, at 2443 Kensington avenue, is continuing efforts to improve a talking machine of which he may be said to be the inventor.

Manager Marschalk, of the Musical Echo Co., 1339 Chestnut street, and his assistants, are busy, trade having been seasonably satisfactory. Within a short time the firm will remove to a new location on Chestnut street, near Twelfth, having outgrown the present quarters. It is understood that the company will greatly enlarge its wholesale department and inaugurate other improvements.

Reports from Atlantic City, N. J., show that the talking machine season has already opened up good, dealers having had better business than last year, and it has encouraged them to lay in heavier stocks.

## OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., June 10, 1906.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

MAY 7.

Adelaide, 7 pkgs., \$195; Antwerp, 3 pkgs., \$270; Berlin, 13 pkgs., \$431; Bombay, 30 pkgs., \$618; Bremen, 1 pkg., \$100; Colon, 14 pkgs., \$351; Cienfuegos, 8 pkgs., \$157; Glasgow, 6 pkgs., \$160; Hamburg, 6 pkgs., \$117; Havana, 14 pkgs., \$660; Havre, 34 pkgs., \$1,506; London, 7 pkgs., \$273; 4 pkgs., \$160; 557 pkgs., \$5,272; Para, 7 pkgs., \$270; Rio de Janeiro, 15 pkgs., \$628; Santiago, 16 pkgs., \$245; St. Petersburg, 60 pkgs., \$2,741; Tampico, 18 pkgs., \$404; Valparaiso, 55 pkgs., \$2,762; Vera Cruz, 8 pkgs., \$188; Vienna, 20 pkgs., \$8,827.

MAY 14.

Acajutla, 3 pkgs., \$142; Berlin, 205 pkgs., \$1,655; Bombay, 14 pkgs., \$226; Brussels, 15 pkgs., \$450; Buenos Ayres, 69 pkgs., \$4,168; Cardiff, 7 pkgs., \$260; Glasgow, 7 pkgs., \$155; Guayaquil, 29 pkgs., \$719; Havana, 9 pkgs., \$558; 10 pkgs., \$236; 10 pkgs., \$312; Havre, 21 pkgs., \$600; Limon, 10 pkgs., \$227; Liverpool, 31 pkgs., \$206; London, 274 pkgs., \$4,286; 23 pkgs., \$2,570; Manchester, 30 pkgs., \$156; Milan, 31 pkgs., \$982; Phillipeville, 1 pkg., \$100; Santo Domingo, 2 pkgs., \$114; Santos, 4 pkgs., \$318; Southampton, 1 pkg., \$306; St. Petersburg, 8 pkgs., \$325; Vera Cruz, 8 pkgs., \$152; Vienna, 26 pkgs., \$849.

MAY 21.

Adelaide, 1,119 pkgs., \$11,392; Barbadoes, 1 pkg., \$110; Berlin, 240 pkgs., \$1,799; Bombay, 19 pkgs., \$312; Buenos Ayres, 60 pkgs., \$4,982; 77 pkgs., \$3,240; Cairo, 3 pkgs., \$560; Calcutta, 8 pkgs., \$250; Callao, 5 pkgs., \$1,120; Colon, 7 pkgs., \$159; Havana, 5 pkgs., \$501; 43 pkgs., \$1,590; Havre, 9 pkgs., \$638; Limon, 6 pkgs., \$121; Liverpool, 46 pkgs., \$325; London, 32 pkgs., \$2,756; 126 pkgs., \$13,001; Manchester, 25 pkgs., \$130; Montevideo, 105 pkgs., \$3,868; Port au Prince, 3

pkgs., \$114; Rio de Janeiro, 3 pkgs., \$186; Santiago, 4 pkgs., \$229; St. Johns, 106 pkgs., \$104; St. Petersburg, 32 pkgs., \$1,238; Sourabaya, 8 pkgs., \$305; Tampico, 31 pkgs., \$866; Vera Cruz, 11 pkgs., \$156; Vienna, 17 pkgs., \$418.

MAY 28.

Berlin, 69 pkgs., \$988; Brussels, 5 pkgs., \$118; Buenos Ayres, 35 pkgs., \$1,378; Callao, 8 pkgs., \$114; Cardenas, 11 pkgs., \$259; Glasgow, 3 pkgs., \$141; Hamburg, 5 pkgs., \$153; Havana, 8 pkgs., \$343; 22 pkgs., \$529; Havre, 22 pkgs., \$702; Limon, 18 pkgs., \$383; Liverpool, 4 pkgs., \$248; 26 pkgs., \$165; London, 4 pkgs., \$209; 20 pkgs., \$660; 701 pkgs., \$5,915; 2 pkgs., \$150; Milan, 6 pkgs., \$137; Para, 18 pkgs., \$455; Rotterdam, 4 pkgs., \$110; Shanghai, 16 pkgs., \$582; Sydney, 85 pkgs., \$3,478; Vera Cruz, 39 pkgs., \$892; Vienna, 12 pkgs., \$100.

JUNE 4.

Bombay, 63 pkgs., \$1,040; Brussels, 3 pkgs., \$107; Colon, 7 pkgs., \$505; Corinto, 20 pkgs., \$624; Demerara, 6 pkgs., \$179; Glasgow, 4 pkgs., \$155; Hamburg, 214 pkgs., \$1,551; Havana, 7 pkgs., \$346; 3 pkgs., \$337; Havre, 8 pkgs., \$604; La Guayra, 15 pkgs., \$639; Liverpool, 55 pkgs., \$1,768; 32 pkgs., \$204; London, 55 pkgs., \$6,511; 597 pkgs., \$9,222; Manaos, 16 pkgs., \$855; Manchester, 30 pkgs., \$158; Oporto, 13 pkgs., \$169; St. Kitts, 4 pkgs., \$167; St. Petersburg, 10 pkgs., \$381; Sydney, 628 pkgs., \$6,127; Tampico, 28 pkgs., \$917; Vera Cruz, 4 pkgs., \$175; Vienna, 7 pkgs., \$133; Yokohama, 59 pkgs., \$5,650.

## LAND-O-PHONE CO. INCORPORATED.

The Land-o-phone Co. was incorporated with the Secretary of State of New York at Albany on Tuesday, May 22, with a capital of \$20,000, for the purpose of manufacturing and dealing in talking machines and supplies. Incorporators: Max and James B. Landay, 145 East 30th street; Bernard Altman, 58 East 91st street, New York.

The talking machine department of the Simpson-Crawford Co., Sixth Ave and 19th St., will hereafter be under the management of J. W. Whitney, who has conducted the piano department of this house with so much success.

## Needles Free To Prove Quality "THE BEST THAT MONEY CAN BUY"

**Playrite**  
TRADE MARK

### NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START TO FINISH.

PRESERVE RECORDS and can be used on ANY DISK MACHINES or RECORD. Packed only in RUST PROOF packages of 100.

RETAIL, 10c. per 100; 25c. per 300; 75c. per 1,000.

**Melotone**  
TRADE MARK

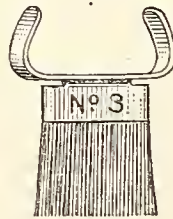
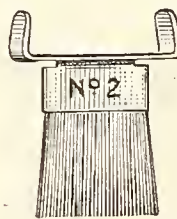
### NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH! Make records last longer. Each "MELOTONE" NEEDLE can be used SIX times without changing. Can be used on ANY DISK MACHINE OR RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

**FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letter head. Special Prices to Jobbers and Dealers. Write Now.**

## New Style Place Record Brushes.



PATENT ALLOWED.

No. 2 fits Standard or Home.  
No. 3 fits Gem or Triumph,  
on Old or New Style Models.

LIST PRICE, 15c. EACH.

We give DEALERS and JOBBERS a good PROFIT. WRITE for DISCOUNTS and Samples.

The Place Brush clamps under the speaker arm and AUTOMATICALLY removes all dirt or dust from the RECORD, so the sapphire runs in a CLEAN TRACK and insures a GOOD REPRODUCTION.

WE OWN THIS INVENTION and WILL PROSECUTE INFRINGERS.

MANUFACTURED BY

**Blackman Talking Machine Co., J. NEWCOMB BLACKMAN, Prop**

"The White Blackman."

GET THE BLACKMAN HABIT AND YOU WILL KEEP IT

**97 Chambers St., New York**



*The Talking Machine World*  
*June 15, 1906*



THE MARVELOUS  
SEARCHLIGHT  
HORN

FOR DESCRIPTION SEE OTHER SIDE



# THE MARVELOUS SEARCHLIGHT HORN

is Designed and Constructed on the Scientific Principle of  
a Searchlight Reflector by a Master of Acoustics

Made of carefully selected rust proof sheet steel, giving uniformity of tone, strengthened by drawn ribs and braised practically into one piece (more metal but properly distributed), thus avoiding rattling or discordant vibrations.

Reproduces louder and clearer than any other horn, and to the full capacity of the record. Artistically decorated.

For all styles cylinder machines, and for all Victor machines, except Victor No. 1, in Five colors.

Gold Striped, Decorated and De Luxe Decorations. Samples on view about July 1st.

**Sold only through JOBBERS**

MANUFACTURED BY THE

SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue

Borough of Brooklyn, New York

**Distributed by**

DOUGLAS PHONOGRAPH CO.	-	-	-	-	-	New York
WELLS PHONOGRAPH CO.	-	-	-	-	-	Philadelphia, Pa.
ATLANTA PHONOGRAPH CO.	-	-	-	-	-	Atlanta, Ga.
MINNESOTA PHONOGRAPH CO.	-	-	-	-	-	St. Paul, Minn.
NATIONAL AUTOMATIC FIRE EXTINGUISHER CO.	-	-	-	-	-	New Orleans, La.
POWERS & HENRY	-	-	-	-	-	Pittsburg, Pa.



## TRADE NOTES FROM ST. LOUIS.

**Santiford's Clever Means of Transmitting "Talker" Music Through His House—Clever Columbia Display—New Concern in Joplin—What News Is Going.**

(Special to The Talking Machine World.)

St. Louis, Mo., June 6, 1906.

General reports in talking machine circles are that the retail trade for the month has been rather quiet, and it is stated that the wholesale business has been about fair.

C. H. Marshall, of Terre Haute, Ind., a well-known talking machine dealer, spent Saturday and Sunday, May 26 and 27, here.

E. S. O'Neill, traveler for the Universal Talking Machine Co., spent several days here recently on his way East from an extensive trip through the South. He reported the talking machine business very good in the territory he covered.

G. A. Klemkauf, of Joplin, Mo., recently closed out his drug business in order to open a fine new talking machine store. He is reported to be the oldest talking machine dealer in Southwest Missouri.

J. Frank Walker, the prominent piano dealer of Joplin, Mo., has re-entered the talking machine business.

The Columbia Phonograph Co. have a very attractive window display of a wax female figure representing Columbia, draped in the national colors, with an eagle mounted by the figure, and the words "Columbia recommends the graphophone."

Miss Myrtle E. Brown, for three years in charge of talking machine and small goods department for Morton Lines, Springfield, Mo., has accepted a position with Eberhardt & Hays, of Wichita, Kan., in same capacity.

J. F. Stantiford, president of the Paine Photo Supply Co., Fort Scott, Kan., dealers in talking machines, has cleverly piped the rooms of his cottage with one pipe and with a patent arrangement, has diverted sound so that a machine played in any part of the house sounds soft and sweet all over the house. Horns projecting from the ceiling pipe give sound clearly in all rooms. He has applied for a patent.

Manager D. S. Ramsdell, vice-president and general manager of the St. Louis Talking Machine Co., returned recently from a three weeks' Eastern trip, during which time he visited the factories. This company have just completed remodeling their place, altering the salesrooms and record rooms, which make a very attractive appearance.

## "NON-ELIGIBLE JOBBERS."

**Discussed by Wm. F. Hunt—Says Jobbers Should Not Sell at Retail—A Strong Pre-sentment in This Connection.**

"While the talking machine dealer has in the past year or more had no small share of trouble in getting needed supplies from the jobber, through the inability of the manufacturer in keeping up with the demand, yet, much of the trouble—in fact, I believe most of it—is caused by dealing with what may be termed 'non-eligible jobbers,'" says Wm. F. Hunt, the well-known dealer of Wanatah, Ind., in a communication to The Talking Machine World.

"Most of the so-called jobbers are no more than large retail dealers. They buy in jobbers' quantities, it is true, but mostly for their own retail trade. Many of them maintain one or a number of retail stores, and when a dealer orders from them he is either put off by a substitution in goods ordered, or else he receives a short shipment and the best selling goods are retained by

them for their retail trade, where they bring them a higher percentage of profit. Some of them even conduct a mail order business, being in direct competition with the dealer that patronizes them. I even know of some who are classed as jobbers and do not sell at wholesale at all. The above kind of jobbers are becoming too thick for the good of the dealer, and not until a more rigid qualification is demanded by the manufacturer will the trouble be remedied. A jobber should not be permitted to sell at retail at all. He may use the excuse that the jobbing profit is too small to permit him to conduct a strictly jobbing business, but if such is the case let him go into the retail business, which he thinks more profitable. If the jobbing business is not a profitable one it is altogether due to the fact that there are an oversupply of people engaged in the business. If the manufacturers want to make every large dealer a jobber, they will certainly ruin the jobbing business. One manufacturing company, however, goes the others one better by having established its own retail stores throughout the country."

## SOME PHONO NOVELTIES.

**The Dictograph an Unique Device—The Multiphone Sends Music Broadcast.**

The Dictograph is a telephone arranged so that the receiver and transmitter are in one part. The advantage of the instrument is that it enables a person speaking 30 feet away from the transmitter to be heard, and it will allow of the hearing of a whisper, six to ten feet away.

The internal mechanism of the instrument is the secret of the inventor, but it lies largely in the receiver, which is constructed without the regular induction coils in use in the ordinary receiver.

The possibilities of this instrument are great, but it is especially adapted for use in place of the ordinary speaking tube, or where a local telephone is needed. It can be very easily used by an employer for dictating to a stenographer, as the latter could take the dictation at any dis-

tance from the speaker, without having to hold a receiver to the ear. It, of course, works both ways, allowing both persons to converse equally well.

The multiphone, which is much similar to the acousticon, was given a practical demonstration in New York on the evening of November 17. At that time a performance of "Veronique," the English opera, was being given in the Broadway Theater. Two doors above and 200 feet away from the stage a number of guests of the company were sitting in a room and enjoying the singing by means of the multiphone.

The room was out of hearing distance from the stage, being shut off by two or three thick walls, which were absolutely sound-proof. In the room was a receiver, fitted with an ordinary metal megaphone horn, through which the whole opera was heard by the company. The monologue and solo parts were as realistic as they would be heard from the stage, but, owing to a slight vibration made by the metal horn, the regular chorus and orchestra parts were vibrated.

## COLUMBIA CO. OPEN IN DES MOINES.

(Special to The Talking Machine World.)

Des Moines, Ia., June 8, 1906.

The Columbia Phonograph Co., which has branches in all the principal cities of the country, has opened a store in this city at 704 West Walnut street, in the room formerly occupied by the Specialty Co. The Des Moines branch will be the headquarters for the company's trade in Iowa, and will carry the largest stock of graphophones and records to be found west of Chicago. Charles Mohn, formerly manager of the Specialty Co., will be the local manager.

J. H. Barney, Jr., & Co. have recently opened a talking machine store at 122 Bellevue avenue, Newport, R. I., where they handle Victor machines and records as well as a full line of cabinets, etc.

A new Columbia phonograph store has been opened in Holyoke, Mass.

## Sell Them

**Every Phonograph dealer should handle I. C. S. Language Outfits.**

**1. Because** there is an immense field for these outfits, comprising people who have become tired of their phonographs as a fad; the wealthier class who would otherwise never think of purchasing a phonograph; and people who would be only too glad to find a profitable as well as a pleasurable use for their Phonographs

**2. Because** the

**I.C.S. LANGUAGE SYSTEM**

WITH  
*Thomas A. Edison*  
**PHONOGRAPH**

is a most meritorious article that would naturally appeal to *any* person. It has been endorsed by the highest educational authorities in the country, by United States Government Officials, and by the French, German, and Spanish embassies.

**3. Because** other dealers have proved by experience that I. C. S. Language Outfits are an assured success as business producers, and that they increase their business from 10 to 30 per cent.

We will send **you** full particulars, literature, and supply you, free of charge, with advertising matter for distribution, if you will write us to-day.

**International Correspondence Schools**

**Box 918, Scranton, Pa.**

## LATEST NOVELTIES

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small Phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled. Factors should write for sample and wholesale prices, to

**G. W. CORDOCK & CO.**

High Street, Scunthorpe, Lino's, England





NEW YORK

CHICAGO.

PHILADELPHIA

ST LOUIS

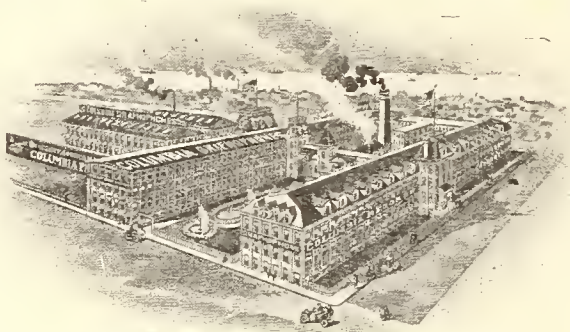
PARIS

EXECUTIVE OFFICE

# COLUMBIA PHONOGRAPH COMPANY

SOLE SALES AGENT FOR THE AMERICAN GRAPHOPHONE COMPANY.

EDWARD D. EASTON, President  
GEO. W. LYLE, General Manager  
E. O. ROCKWOOD, Secretary



TELEPHONE CONNECTION  
CABLE ADDRESS, "COLPHO. NEW YORK."

FACTORY AMERICAN GRAPHOPHONE COMPANY  
BRIDGEPORT, CONN.

90-92 WEST BROADWAY,  
NEW YORK CITY,

May 23, 1906.

To the Talking Machine Trade.

Dear Sirs:-

Have you heard of the new and liberal proposition offered by the Columbia Phonograph Company to the jobbing trade?

If not, this letter will interest you.

We recognize the big expense to the jobber incident to procuring business from the trade.

WE ARE NOW PAYING THE WHOLE OR A LARGE PART OF THIS EXPENSE IN ADDITION TO THE REGULAR AND VERY LIBERAL PROFIT HERETOFORE EXTENDED TO THE JOBBER.

Interesting news, isn't it? And this, together with the best product on earth, accounts for the fact that within the last few months over fifty new jobbing contracts have been closed by us.

Unless your territory is already covered, we would be pleased to submit to you in detail this important proposition.

Write us at once to Wholesale Department, 90-92 West Broadway, New York City.



THIS LETTER WAS DICTATED TO THE  
OFFICE GRAPHOPHONE

Very truly yours,

COLUMBIA PHONOGRAPH COMPANY.





## TRADE NOTES FROM BOSTON.

**Business Is "Stringy"**—New England Salesmen's Association to Hold Clambake in August—Eastern Talking Machine Co. Hustling and Getting Results—Langley & Winchell Dissolve Partnership, L. E. Winchell Succeeding—Tray Cases Have the Call at Boston Cycle Co.

(Special to The Talking Machine World.)

Boston, Mass., June 8, 1906.

Some one said the other day that the talking machine business in Boston was "stringy," and that just expressed it. It is good one day, bad the next, and not particularly good on the average, but every one expects to see it brighten up just as soon as the hot weather sets in in good shape and becomes steady and settled. This will give the people an opportunity to get out in their canoes or go away to their summer homes, where they will sit on the verandas every evening and wear out records, thus affording the opportunity to sell them more and thus make business brisk.

The business is peculiar here. In one large house there is hardly a disc record or machine being sold. The customers there don't want them. They demand the cylinders. In another large house, handling the same lines of goods, the demand is all for discs, and no one wants the cylinders. And so it goes.

The chief feature of the trade recently was the meeting of the New England Talking Machine Salesmen's Association, at which it was decided to postpone further meetings until August, and then to hold a clambake at some beach resort, and make of the meeting a general outing. The Association at this meeting did the Boston representative of The Talking Machine World the honor to make him an honorary member. Inquiries are coming in from all over the country as to the nature and objects of this association, and it is possible that other associations will be organized in the large cities where talking machine men are in big numbers.

William B. Beck, principal owner of the Eastern Talking Machine Co., was in Boston this week, and he and Manager Taft, of the local office, left for New York to-night for the purpose of canvassing the talking machine situation for the fall trade. While here Mr. Beck said to The World that he feels that there is a good field for some recognized, capable music teacher to get up a series of music lessons on the phonograph. He thinks that this will be done before very long, and that it will be successful.

Salesman Freeman, of the Eastern Talking Machine Co., has been demonstrating the advantages of the talking machine for the teaching of German, French and Spanish to the teachers at the Charlestown High School, and the prospects are that it will be adopted there. This will mean a big opening for the development of this business among the schools. The presence of the doctors of the country at their convention in Boston has increased the business at the Eastern Talking Machine Co. by one \$250 sale at least. It was of a best machine in the store, with a

large stock of records, for one of the biggest doctors in the city.

At the Columbia Phonograph Co. this month the report is that they are "plugging along." Retail Manager Blakeborough is confident that the dull period just now being experienced will soon pass over, and that there will then come a hustle.

At the Boston Cycle Co. an enormous increase is reported in the trade on their new tray cases, and also on their new carrying case for cylinder records. The omission of the June records has worked wonders in the order list at this place, as at all others, and there is every expectation of being caught up by the time the records are released for shipment.

W. C. Fuhri, manager of the Columbia Phonograph Co. at St. Louis was a visitor to the trade here this week, coming on a brief vacation.

Fred Ellis, one of the bright lights in the talking machine department at M. Steinert & Sons, has been transferred temporarily to the pianola department.

At the office of the New England Talking Machine Co. there is every evidence of a big business being done. The recent changes in the office add greatly to its efficiency and to its good appearance. The force of clerks has been increased, and the list of agents and new stores is rapidly spreading. Manager Connell reports an excellent trade on all Victor goods, particularly upon the highest priced.

Langley & Winchell, of this city, have dissolved, L. E. Winchell succeeding to the business, but preserving the same name. Percy D. Langley, a man of wealth and leisure, resigned from the firm on account of poor health, and after a brief rest will go abroad for an indefinite time. John Magner, their outside salesman, is now recuperating in the country above New York, and will make another connection in the trade later in the season.

## BACIGALUPI'S BRAVE WORDS.

**Suffers Great Loss, But Is Not Disheartened—An Ad. That Shows the Spirit of the Man.**

(Special to The Talking Machine World.)

San Francisco, Cal., June 3, 1906.

The enterprise and indomitable energy of the merchants of this city has worthily become the subject of comment the world over. No better illustration that the old-time spirit of '49 still lives is to be found than, for instance, in the following advertisement which appeared in the local papers from Peter Bacigalupi, the well-known talking machine veteran of this city. It is a heart-to-heart talk which shows the kind of man Mr. Bacigalupi is, and how San Francisco will be built up and become a greater city than ever before. The article referred to is as follows:

STICK TO 'FRISCO.

Peter Bacigalupi, veteran of five fires, including the Baldwin fire, where I lost \$15,000, without one cent of insurance, wish to say that first of all I desire to thank the Supreme Ruler of the universe for having spared the lives of my wife, eight children, and the rest of my relatives, as well as my own; I wish to thank Him for the energy which He has generously bestowed on me. I

have lost everything I possess in my three places of business.

786 Mission street, wholesale and retail Edison phonographs, records, slot machines, automatic pianos, etc. 840 Market street (Phelan Building), Penny Arcade, the first to be established on the Pacific Coast, and retail phonographs.

805 Kearney street, Old Bella Union Theatre and Penny Arcade.

I can positively state that \$150,000 in coin would not place me where I stood on the 17th day of April, 1906.

These three places represented the labor of thirty-eight years of my life, but I am not discouraged and will

STICK TO 'FRISCO.

My rent receipt for my present location is dated April 20, 1906. Can anyone beat that?

I wish to thank my numerous friends in the East and Europe who kept the wires warm asking about my safety. I wish particularly to thank my old friend H. W. Mosier, of Stockton, who came especially from that city and brought me \$500, which came in the nick of time.

Also wish to thank the Elias Marx Music Company of Sacramento for sending me \$500 on account in greenbacks, and even foregoing their cash discount and pre-paying express charges.

Leon F. Douglass, President of the Victor Talking Machine Company, Camden, N. J., who wired me \$2,000 at an Oakland bank. W. E. Gilmore, president of the Edison Phonograph Works; Jones & Lenuck of the White City, Chicago; Howard E. Wuriltzer, of Cincinnati; all of whom wired me goodly sums of money—taking a chance (perhaps) of ever getting it back.

Also wish to thank A. S. Rose, of the Wuriltzer Company, who happened to be here on business and who lost his clothes and working tools; George D. Adams, Eddie Advedi, Charlie Wolff, Frank Green and others, who helped me stand in the bread line and hustle for grub and water four blocks away, so as to feed my numerous family and others who stayed at my house during the historical crisis.

To all my workmen and employees who stand by me in my trouble, and last but not least, to the public, who always favored me in my different business enterprises. I wish to notify the insurance companies with whom I am insured that I have lost my policies that were not hypothecated, and don't know where I am insured, but I have implicit faith in all of them, and my friend, Bill Lange, will do the needful for me.

AM NOW

Associated with the well-known attorney, Martin Stevens, who for the present has given up his profession and joined me in the real estate business to help build up New 'Frisco. He and I will

BUY, SELL OR LEASE ANYTHING.

Have taken my sons in business with me, and the firm, Peter Bacigalupi & Sons, will continue to sell Edison Phonographs, Victors and Zonophones, as well as all the products of the Rudolph Wuriltzer Company of Cincinnati, viz: Piano-Orchestrons, Pianinos, automatic harps, automatic mandolins, a full stock of which is on the way.

I have joined my old Irish friend, Francis Doran, late of the Davy Crockett, in a first-class cigar stand in

BACIGALUPI NEW 'FRISCO MARKET,

South side of Golden Gate avenue, near Buchanan, where I have seventy-five stalls to let to butchers, poultry dealers, delicatessen, vegetables, fruit, etc., at a low rental.

The finest brand new market in New 'Frisco to-day, built by myself. Have also joined my friends of the Buon Gusto Restaurant, and in a few days we will furnish the public with all the old-time "Dago Dinners," cooked by the best of the best cooks, G. C. Andreacci.

I am open for any honest business proposition. If everybody will boost good old 'Frisco as much as I do there will be nothing to it and 'Frisco will rise, Phoenix like, from its ashes.

Peter Bacigalupi, San Francisco, Cal., and the Douglas Phonograph Co. have become Zonophone jobbers.

## STANDARD METAL MFG. CO.

MANUFACTURERS OF

## PHONOGRAPH HORNS AND SUPPLIES



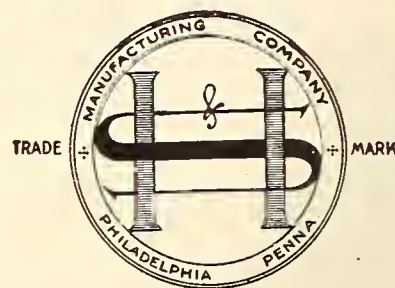
Our Horns, as our name implies, are "Standard" in every respect. We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more evenly.

**FACTORY: Jefferson, Chestnut and Malvern Streets, - NEWARK, N. J.**  
**NEW YORK OFFICE AND SAMPLE ROOM: - - - 10 WARREN STREET**

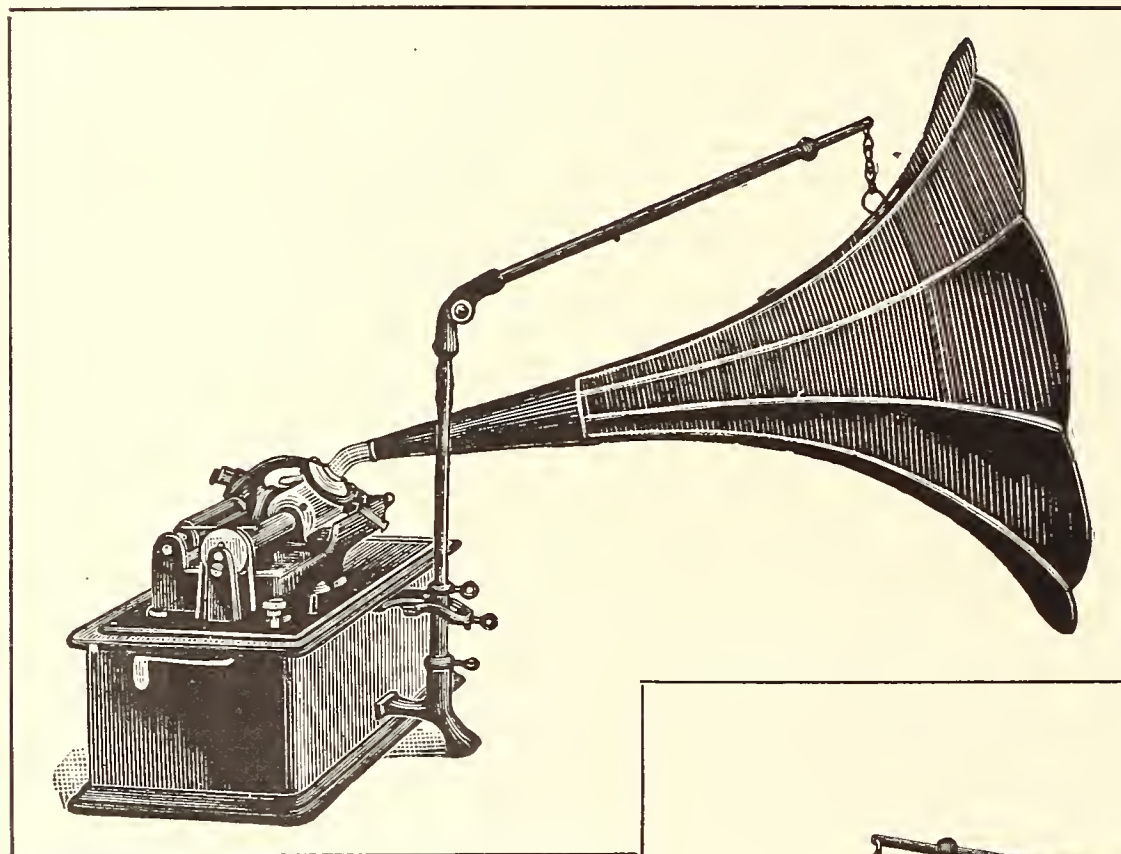


# Talking Machine Supplies

We are the largest manufacturers of Talking Machine Supplies in the world. See that your horns, cases, cranes, horn stands, etc., bear this trade-mark. It is a guarantee of quality.

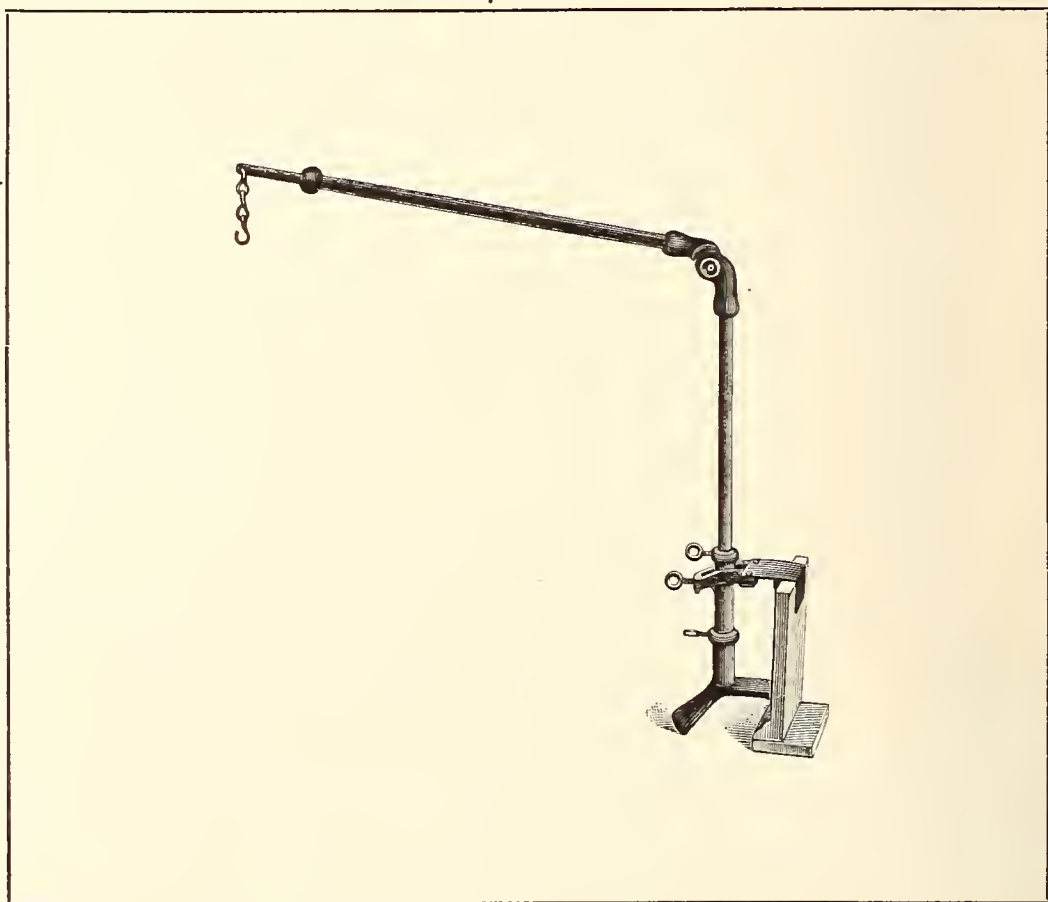


**WE ARE NOW OPERATING TWO LARGE FACTORIES IN PHILADELPHIA**



**Our FLOWER HORNS**  
are distinct in  
design and decoration

**Our HORN CRANES**  
rank as standard  
throughout the trade



We have moved our offices to our new factory, Southwest corner Howard and Jefferson Streets, where we will be pleased to welcome all Talking Machine Jobbers and Dealers at any time.

**HAWTHORNE & SHEBLE MFG. CO.**  
PHILADELPHIA, PA.



**"TALKER" AS AN EDUCATOR.**

Mlle. Fidella Inspired by Victor Record—  
Destined to Become a Great Artist.

As an example of what a talking machine is capable of as an educational factor, the case of Mlle. Fidella, a young American girl, may be cited, who learned the value of her splendid soprano voice by teaching herself to sing Gounod's "Ave Maria," as recorded by Mme. A. Michailowa, with violin obligato, from a black label Victor record. Previously Mlle. Fidella, who is the daughter of Meyer Cohen, connected



Mlle. FIDELLA.

with a New York music publishing house, and known as a professional singer with a strong baritone, had been singing the popular ballads of the day in a deep contralto, bordering on a light baritone. Subsequent to following the music of the record the range of her voice expanded to the other extreme, and was of such rare quality, purity and sweetness that it attracted the attention of operatic managers, through whom she was brought to the attention of Jean de Reske, the celebrated tenor, in Paris. She repeated the "Ave" for the great teacher, and he was so pleased that he offered to instruct her gratis, being satisfied with the glory of instructing whom he believes will eventually be one of the great prima donnas of the age. Mlle. Fidella is now in Paris with her mother under the tuition of the enthusiastic master.

**MOVED TO LARGER QUARTERS.**

The Ohio Phonograph Co., of Youngstown, O., have moved to larger quarters at 131 West Commerce street, that city, where they are doing a large wholesale business in all kinds of talking machines and supplies.

**THE WORM HAS TURNED.**

Talking Machine Cleverly Utilized to Lecture  
Recreant Spouse Who Stays Out With "the  
Boys" a Little Too Often.

A lady living on the upper west side, whose husband is "one of the boys," has devised a scheme whereby she may obtain her regular allotment of sleep and still deliver the usual lecture to her recreant spouse upon his return home from the club, or, rather, "important business meeting" in the wee sma' hours. Through the kind aid of electricity, when hubby opens the main door, no matter how stealthily, the wife's voice, with its usual grimness, greets him with scathing rebukes and continues until he reaches the upper floor. It is needless to say a talking machine acts as agent for his better half, being automatically operated. Upon his entering his sleeping apartment another machine is automatically started, and the final or curtain lecture is delivered in full, and with all natural emphasis while his wife serenely enjoys her beauty sleep, knowing the work will be well done. Of course, the lecture may be changed occasionally, but if the lectured party takes after the usual run of married men the mere sound of the angry wife's voice will be sufficient, the sentiments expressed being of secondary importance.

Possibly the talking machine as a means of scolding may find wide favor, and its use extend in time to the schoolroom and nursery.

The up-to-date concern will grasp the opportunity and catalogue a line of lecture records suitable for all occasions.

**PERFECTING THE "TELHARMONIUM."**

Authoritative announcement is made in an article written by T. C. Martin for the Review of Reviews that Dr. Thadeus Cahill, of Holyoke, Mass., has perfected the instrument which he calls the telharmonium (and referred to at length in last month's Talking Machine World) by means of which a performer at a central station may distribute music to thousands of different homes. Mr. Martin says that the instrument may be compared to a pipe organ, only that the performer, instead of playing upon air pipes, plays upon an electric current generated in a large number of small dynamo-electric machines of the alternating type. In each one of these the current surges at a different frequency or rate of speed, thus causing the telephone diaphragm corresponding to it to emit a musical note characteristic of that current. These are so arranged that the player may produce notes through a compass of five octaves. Before the different currents are connected with the receivers, however, they are passed through transformers, or tone-mixers, so that musical chords of great beauty and purity may result. The performer has a receiver close at his side, so that he may tell exactly how he is playing to his unseen audience. The experimental instrument set up by Dr. Cahill is said to have cost \$200,000, and to weigh about 200 tons. The current consumption in a single receiver is about 1-20th of that in a glow lamp.

**BOOMING THE TELEGRAPHONE.**

Stock Being Placed on the Market—Promoters  
Emphasize Its Strong Points.

The Sterling Debenture Corporation, 56 Wall street, New York, are carrying some very attractive ads. in the financial columns of the daily papers in which they are showing the possibilities of the Telegraphone as a money maker. It is pointed out that anyone who invested \$100 in the Bell Telephone stock a few years ago could sell their interests to-day for "nearly a quarter of a million dollars." They emphasize further that another similar opportunity for securing rights in a basic patent is to be had by securing stock in the company organized to exploit the telegraphone. Among the claims put forth are the following: "In the judgment of those best qualified to estimate, the telegraphone has a greater future than the telegraph, the telephone, the typewriter or the phonograph, because it supplants the phonograph; it supplements the telegraph and wireless; it makes a telephone message as tangible and as safe as a written contract."

**EDISON GIVES DAUGHTER \$10,000.**

(Special to The Talking Machine World.)  
Akron, O., June 6, 1906.

Miss Madeline Edison, daughter of Thomas A. Edison, was graduated from Oak Place Private School here to-day. She was one of a class of three. Miss Edison received a check of \$10,000 from her father as a graduation present. She will enter Bryn Mawr College.

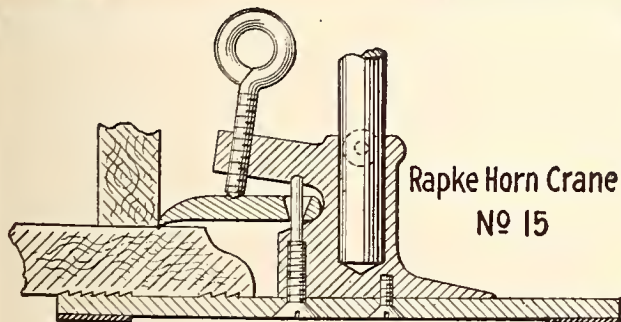
**WM. H. MULLER MARRIED.**

The latest wedding coming from the Universal Talking Machine Manufacturing Co.'s office force is that of William H. Müller, head of the shipping department, and Miss Louise Shad, expert tester of records. The ceremony took place in old St. Mark's P. E. Church, New York, April 18, the friends of bride and groom filling the edifice. John ("Casey") Kaiser was head usher, and not a hitch occurred in the arrangements. The reception in the evening, followed by a dinner, was a crush, but fine in all the appointments. Among numerous presents received was a handsome silver service, with the company's hearty good wishes for the couple's future happiness and prosperity. Niagara Falls claimed them for the honeymoon. With so many examples before him, the president of the company might follow suit.

**A NEW YORK VISITOR.**

J. F. Schmelzer, of the J. F. Schmelzer Arms Co., Kansas City, Mo., was in New York recently, stocking up on goods. Among his selections was a line of the Douglas Co.'s record cabinets.

R. C. Avery, Redlands, Cal., has sold his talking machine and music box departments to A. J. Caldwell.



one half actual size

Retail Price, \$1.50 Dealers' Price, \$1.00

**VICTOR H. RAPKE, Manufacturer, 1661 Second Ave., N. Y.**

Rapke is now manufacturing labels for Edison, Columbia and Victor Records.  
Ask your jobber for particulars.

**Rapke Horn Crane No. 15**

Universally recognized as the "leader" in horn supports. Simplest and best ever produced. Will support any horn up to and including 36 inches. Handsome nickel finish throughout. Fits into small space.

**Order Through  
Your Jobber**



**RAPKE HORN  
CRANE No 15**

PATENTS PENDING.



100,000 RECORDS ALWAYS IN STOCK

JOBBER

**EDISON**PHONOGRAPHS  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES**Douglas Phonograph Company**

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

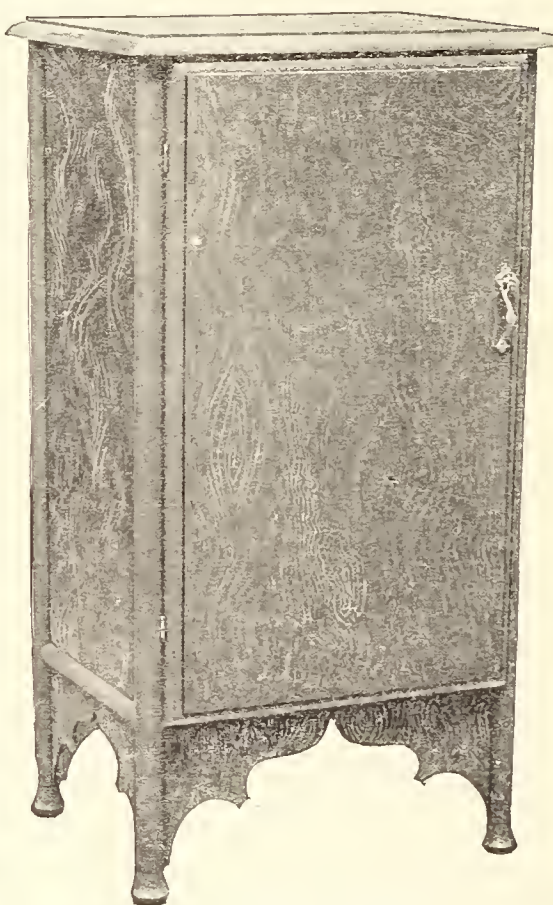
DISTRIBUTORS

**VICTOR**TALKING MACHINES  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
DISC MACHINES

We offer these  
three new style  
cabinets at  
special prices to  
introduce

*The Best Low Priced  
Cabinet now offered.*

**Prices on  
Application.**

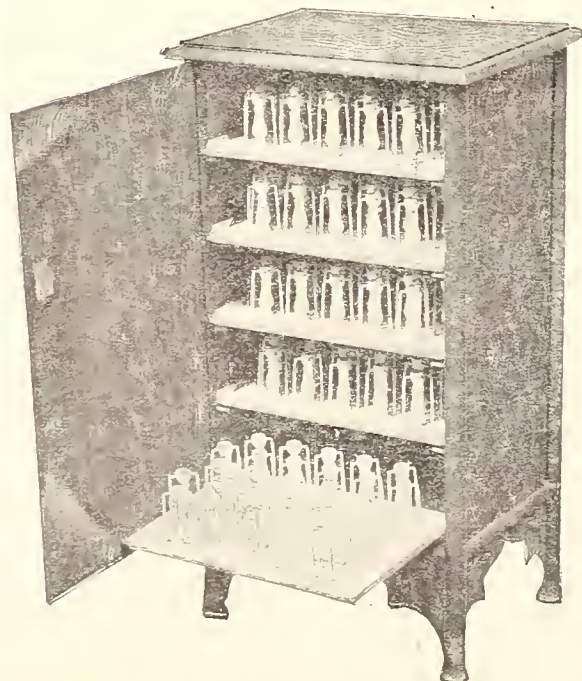


No. 99. DISC CABINET.  
Capacity, 150 Records.

Cylinder Cabinet  
equipped with a  
novel patented  
peg. Strongly and  
durably construct-  
ed.

*Finished Golden  
Oak Only.*

**Packed Two  
in a Crate.**



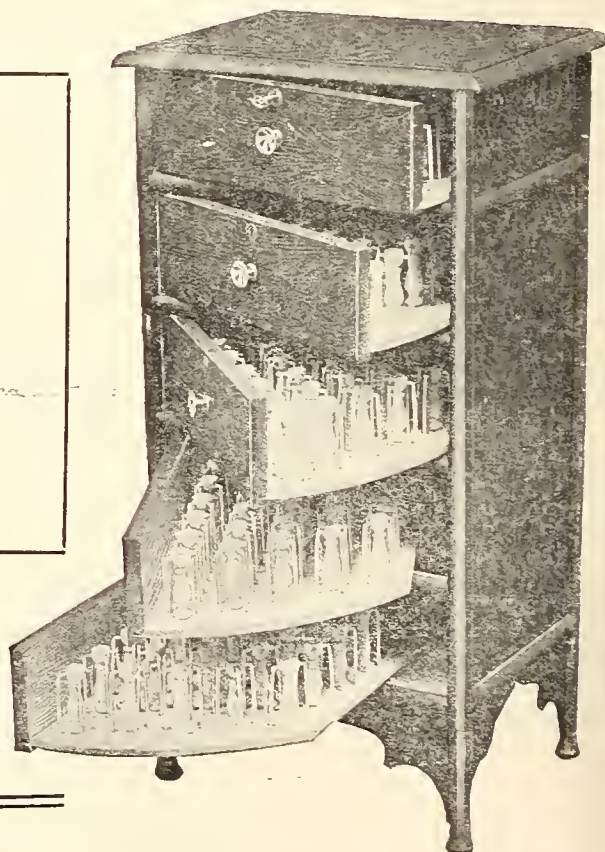
No. 197. Capacity, 135 Records.  
5 Shelf Door Cabinet.

### *Flower Horns*

We have interest-  
ing prices to  
submit on quan-  
tity orders of  
twelve or more.

**Eastern Distributors  
for the  
SEARCHLIGHT HORN.**

**This is a Winner.**



No. 198. Capacity, 120 Records.  
5 Drawers Pivot Cabinet.

**Newark, N. J. Branch,  
20 NEW STREET, near Broad.**



## NOTES FROM ERIN'S GREEN ISLE.

Edison Grand Opera Records Liked—Complete Opera of "Trovatore" in Great Demand—Reduced Price of Zonophone Records—Break in Price Agreements—Osborne's Display at Agricultural Fair Attracted Attention.

(Special to The Talking Machine World.)

Belfast, Ireland, May 29, 1906.

Nothing worthy of being chronicled has transpired during past month in connection with business in talking machines here, save perhaps the new grand opera records issued by the National Phonograph Co., Limited, of London, which have been unanimously voted "the most perfect reproductions of classical music ever rendered by any 'talker.'" These records are double the price of the ordinary Edison "gold-moulded," but no one regrets paying 3 shillings for a record which is "the acme of realism," and almost human in the rendition of vocal selections.

That most enterprising firm—the Gramophone & Typewriter, Limited, London—are to be congratulated on having placed upon the market, and in so doing have acquired the well deserved encomiums of their clientele, the complete opera of Il Trovatore comprised of 15 ten-inch and 5 twelve-inch records. The set sells at £5 12s. 6d. Customers who have already purchased full sets from T. Edens Osborne (the well-known Belfast jobber) have expressed a strong desire for similar issues of "Faust" and other operas.

G. F. Long, the new manager of the British Zonophone Co., visited Mr. Osborne during last week of April and reported—what was generally anticipated—an abnormal sale of Zonophone records consequent upon the reduction in price which has been in operation since March 1. The advance June samples fetched with him to Ireland were much admired, not only by his factor, but by several dealers who met at Scottish Provident Buildings to hear them and order their supplies.

Feeling convinced that the "price maintenance" agreements which have hitherto existed between the principal manufacturers and their factors and dealers have meant the salvation of the talking machine industry, it was an unpleasant surprise to hear of an English firm having recently advised all their factors that their agreements would be canceled on 1st inst. They thus leave their goods open to the suicidal "price-cutting" of irresponsible traders, and the intelligence of your readers need not be insulted by enlarging upon the disastrous results which have invariably accrued from the keen competition of dealers who are unrestrained by such agreements, and whose profit was ultimately reduced to an unremunerative margin.

During present month (23d to 25th, inclusive), there was a special exhibition of talking machines at the spring show of the Royal Ulster Agricultural Association, Balmoral, Belfast. The genuine Edison phonograph, also the gramophone, were specially in evidence. The free musical concerts organized by Mr. T. Edens Osborne, an exhibitor, were much appreciated by the many thousand visitors who attend this "show" annually.

The popularity of the Sterling phonograph records is being well sustained.

## STILL SERVES ITS PURPOSE.

"Say," complained the stranger, stepping in-

**If You Are Interested**  
IN  
**VICTOR TALKING MACHINES**  
OR  
**EDISON PHONOGRAPHS**

Write at once to

**SOL. BLOOM, 3 E. 42d St., N.Y. City**

side the drug store, "this weighing machine in front of your place is out of order."

"I've got nothing to do with that machine," said the sleepy-looking young man behind the counter.

"Well, somebody ought to have."

"What's the matter with it, anyway?"

"It won't work. I dropped a penny into it just now, and the indicator didn't fly around. I shook the machine, and jumped up and down on the platform, and still it didn't move. It's a swindle."

"It took the penny, all right, didn't it?"

"Certainly."

"Well, that's what it's for. There's nothing the matter with the machine, sir."

## AN ENTHUSIASTIC "TALKER" MAN

Expatriates on Beauty of Some Records by Leading Artists and Gives an Imitation of a Band on a German Steamer on a Sunday Morning.

Business had quieted down when The World dropped in to see a small goods importer on lower Broadway, New York, recently. The party is an expert harmonica player, and in that capacity has a natural fondness for music in all forms, but is a shrewd, cool mercantile proposition nevertheless. A talking machine occupied a prominent position in the place, but it was supposed the line was being handled, and it was a sample. As The World was about leaving the proprietor remarked: "Do you want to hear something nice? Just wait. I've got some new talking machine records. I don't handle the goods—have it for my own amusement. This is a Caruso and Scotti duet."

The record proved to be Verdi's "La Floreza et Destino," and the brilliancy and clearness, yet soft tones, delighted the small audience. "Now, listen to this, Gounod's 'Ave Maria,' with violin obligato (who is it sung by, Mr. Butler?). Oh, yes, by Mme. Michailowa, and she's a dandy. I've run this record at least 400 times, and it is a little scratchy; but you will catch the effect all right." The record was faulty, to be sure, but was enjoyed, nevertheless. This was followed by Gounod's "Lullaby-Jocelyn," rendered by the same talented Russian soprano.

"Say," ejaculated the enthusiastic small goods man, "have you ever crossed the ocean in a German steamer, and heard the band at sunrise every Sunday morning, start in at one end of the deck and slowly march the length of the ship, playing the 'Land of the Lord'? Well, if you have you will never forget it as long as you live. As you lie in your berth, rolling with the ship, and half sick, when you hear this old German hymn sounding way off in the distance by a full military band, you will think of everything that ever has happened in your life. If you have forgotten what day it is you will know it is Sunday when you hear this music. Here, I'll stuff my handkerchief in the throat of the horn so as to reproduce the effect of distance." It did most effectually, the melody being soft and low. When the obstruction was removed the full strains of the band came out strong, and as the delighted amateur demonstrator declared, it was indeed realistic.

"You see," concluded the pleased importer, "some of my records have been played over a couple of hundred times, and it is really surprising how well they wear, and what a vast amount of entertainment can be had with a talking machine, which has been improved wonderfully—almost perfect in sound reproduction. That Caruso and Scotti record simply makes your hair stand, it is so clear and smooth."

A report that the Pathe Freres records are to be marketed in this country by a New York jobber is said to be well founded. Perhaps Promoter Miller could say a few words in explanation.

J. O. Prescott, of the American Record Co., returned home from his Mystic Shriner trip to Los Angeles, Cal., Monday. He had a great time, which will be duly recorded later.

## Do you have to jog your jobber?

When you give a jobber your order it shouldn't be necessary for you to keep after him to get your goods. If you have the right kind of a jobber there won't be the least delay in filling your orders.

You can't afford to dilly-dally with a jobber and keep your customers on edge for their goods. Not every customer will stand that kind of treatment, and those who do won't put up with it any longer than they can help.

There's an easy way to get over these troublesome delays. Give us your orders for Victor Talking Machines and Records, trumpet horns, fibre cases, English needles and accessories and specialties of every sort. You won't need to tell us to hurry—we always do that; send out goods the same day the orders are received.

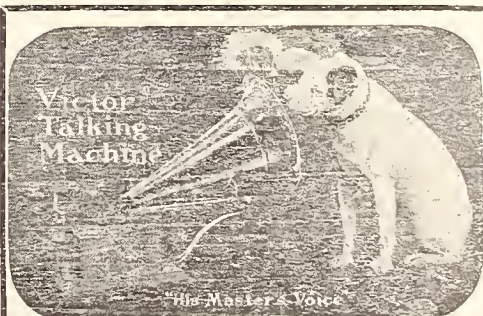
That is the kind of service you always get here, and it puts you in position to take the best care of your customers and saves you a lot of needless worry.

Try us on your next rush and see how we handle it. In the meantime you'd better get our latest catalogue—write for it to-day.

**The Victor Distributing  
and Export Company**

77 Chambers Street

New York





# THE LAND-O-PHONE

(PATENTED)

## HOME RECORDER

HAS ALREADY SCORED AN UNPARALLELED SUCCESS, AND BEEN ENDORSED BY THE ENTIRE TRADE



MAKING A HOME RECORD ON THE VICTOR MACHINE WITH THE LAND-O-PHONE HOME RECORDER

There is no doubt of the simplicity and practicability of the

## LAND-O-PHONE HOME RECORDER

It is absolutely safe, is easy to attach, and a child can operate it. The *Home Recorder* sells on sight, and the leading distributors east and west are taking it up with enthusiasm.

Owing to the enormous demand for the *Land-o-Phone Home Recorder*, the trade should not delay in ordering, as our plant is now pushed to its utmost capacity.

*Dealers should order through their Jobber.*

List Price for Home Recorder, \$10.00  
Blank 10½ inch Records, .25

TO RECORD ON BOTH SIDES.

Distributers for the Home Recorder to Date

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PITTSBURG — { Powers & Henry, 619 Penn Avenue  
                          Theo. F. Bentel Co., 632-634 Liberty Street

NEW YORK— { Douglas Phonograph Co., 89 Chambers Street  
                          Victor Distributing and Export Co., 77 Chambers Street

WRITE FOR PARTICULARS.

THE LAND-O-PHONE COMPANY, Inc., Offices: 288 FIFTH AVENUE  
—NEW YORK CITY—



## PROTESTS AGAINST PROVISIONS OF NEW COPYRIGHT BILL.

**Lively Times at Public Hearing—Sousa Scores Talking Machines—Herbert's Plea—Petit Wants Protection of Records—Paul H. Cromelin's Exhaustive Presentation of Facts in Opposition. Other Gentlemen Heard—No Bill This Session—Hearing Adjourned Until Next Winter.**

(Special to the Talking Machine World.)

Washington, D. C., June 11, 1906.

Well, the hearings before the joint patent committees of the Senate and House, which commenced Wednesday last, are over; but while they were going on the sessions were of the liveliest description. When the last speaker got through Saturday, Chairman Currier, of the House, announced that the committee would resume hearings at the next session of Congress, possibly shortly after convening in December, and therefore the bill goes over. In the meantime persons interested may file briefs. Senator Kirtledge and Representative Currier presided turn and turn about.

### BUTTERS-IN AT PRELIMINARY CONFERENCE.

As previously noticed, the Librarian of Congress, Herbert Putnam, as chairman, was present at the conference Tuesday of organized bodies interested in the copyright bill and attending the previous meetings in New York and Washington, strictly executive sessions, and at which no members of the press reporting the proceedings were permitted. Much to the consternation of the accredited delegates a number of others, particularly concerned in the pending legislation as affecting the talking machine industry, "buted in" unceremoniously, a proceeding that disconcerted the Librarian not a little, so much so, in fact, that he is reported as stating, in the open meeting, that perhaps his presence as a Government official might be misconstrued as favoring certain interests against others, an attitude he wholly disclaimed. S. T. Cameron, counsel of the Columbia Phonograph Co., general; G. Howlett Davis, Orange, N. J., inventor of automatic players, and Alfred H. Walker, counsel for the Connorized Music Co., New York, were denied the privilege of speaking. Any rate, the conference broke up in confusion, without accomplishing anything.

The following day the public hearing before the Congressional committees was on, the first speaker being John Philip Sousa, the bandmaster and composer, who seemed to take great delight in "pounding" the talking machine people. Prefacing his remarks about the primary rights of composers to their music against the depredations of anybody and everybody, without their consent, for any purpose whatsoever. He said:

### SOUSA SCORES TALKING MACHINES.

"When the copyright law was made the perforated rolls and phonograph records were not known, and there was no provision made to protect us in that direction. Since then they have come out with the claim that the record of sound is not a notation. When these perforated roll companies and these phonograph companies take my property and put it on their records they take something that I am interested in and give me no interest in it. When they make money out of my pieces I want a share of it."

"They are protected in their inventions?" asked Representative Sulzer. Receiving an affirmative reply, Mr. Sulzer then asked: "And why should you not be protected in yours?" to which Sousa replied:

"That is my claim. They have to buy the brass they make their funnels out of and have to buy the wood they make the box out of, and the composition for the disc, and that disc as it stands, without the composition of an American composer on it, isn't worth a penny. Put the composition of an American composer on it and it is worth \$1.50. What makes the difference? The stuff that we write."

Representative Bonyng asked: "What is the protection given you by the terms of this bill?" to which Sousa replied:

"In any production of our music by any of these mechanical instruments they must pay us money for the use of them."

"The publishers of this country make a contract with the composers and agree to give them a sum outright, or a royalty on sales, and follow it out, and we demand and get for each and every copy that is published and sent out, and the notation that they publish, a certain return."

"These companies having records and talking machines take this one copy and produce 1,000. If they could buy my one copy and sell that one copy I would have no objection, but they take my copy and make another copy and give me nothing for it. They could not do it if I did not write it, and I want to be paid for it."

Representative Webb asked whether records already

made would be affected. Chairman Currier replied that it would not affect existing copyrights, whereupon Sousa interjected: "No. That is a sop; I am willing to do it for the sake of the future, but I think it is wrong. That is a sop to them, and hereafter they will make money, after this law passes, on the pieces that I made before the law went into effect."

"So," interpolated Representative Chaney, "we will still get 'El Capitan' from the phonographs in various places?" to which Sousa retorted: "Yes, sir, and I get nothing for it, and I am the man that made 'El Capitan.'"

Following the laughter which greeted this asseveration, Sousa said: "When I was a boy—I was born in this town of Washington—in front of every house in the summer evenings you would find young people singing the songs of the day—or the old songs. To-day you hear these infernal machines going, night and morning. (Laughter.) We will not have a vocal cord left. (Laughter.) On this river, the Potomac, when I was a young man, we went out boating, and we heard nothing but songs everywhere. Last summer, or the summer before last, I was in one of the biggest yacht harbors of the world outside of Long Island, and I did not hear a voice the whole summer. Every yacht had a gramophone, a phonograph, an aeolian or something of the kind."

Chairman Currier suggested that "A great many people in the country get a great deal of comfort out of the phonograph."

"But," replied Sousa, "they get much more out of the human voice, and I will tell you why. The phonograph companies know that. They pay Caruso \$3,000 to make a record in their machine, because they get the human voice, and they pay a cornet player \$4 to blow one of his blasts in it. (Laughter.) That is the difference."

### VICTOR HERBERT'S DISPASSIONATE PLEA.

Victor Herbert, the composer, who followed pleaded the cause of "many hundreds of poor fellows who have not been able to come here—possibly because they have not got the price—brother composers, whose names figure on the advertisements of the companies who make perforated rolls and talking machines, etc., and who have never received a cent, just as is the case with Mr. Sousa and myself. I do not see how they can deny that they sell their rolls on their machines because they are reproducing a part of our brain, of our genius, or whatever it might be. They pay, as Mr. Sousa said, the singer who sings a song into their machines. They pay Mr. Caruso \$3,000 for each song, for each record. He might be singing Mr. Sousa's song, or my song, and the composer would not receive a cent. I say that that cannot be just. It is as plain a question as it could be, to my mind. Morally, there is only one side to it, and I hope you will see it and recommend the necessary law."

### VICTOR TALKING MACHINE CO. FAVORS BILL.

Horace Pettit, of the Victor Talking Machine Co., Philadelphia, counsel, said:

"It may be that Mr. Herbert and Mr. Sousa have been somewhat abused by the talking machine companies. They certainly do not show it in their appearance. Our position is equitable and just. We believe they should have protection, the author and composer, and we are willing, so far as the provisions of this act are concerned, that they should be passed substantially on the line indicated, so that the composer should have the protection against his music being copied on a record or talking machine, with the understanding, however, that it does not apply to existing copyrights."

"If the talking machine companies are under this act to pay royalties to authors and composers on copyrighted compositions, the talking machine companies should also be protected, in this way: We might pay Mr. Sousa or Mr. Herbert or Mr. Caruso, or any of the opera singers, \$1,000 for making a record. It is perfectly possible within the known arts for that record, after we make it, to be reproduced by a mere copper plating process by somebody else, and copied, so that we would pay \$1,000 or so and have no protection against the person manufacturing a duplicate of it. Therefore, for that and other reasons, the talking machine manufacturers should be entitled to register the particular records which they prepare, and that provision should be included in the act."

### VICE-PRESIDENT CROMELIN'S STATEMENT.

Saturday Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, submitted the following statement:

*Mr. Chairman and Gentlemen of the Committee on Patents:*

On behalf of the American Graphophone Co. and its sole sales agent, the Columbia Phonograph Co. and the Columbia Phonograph Co., General, and in the name of all music-loving American citizens, I respectfully protest against the passage of those provisions of the new copyright bill by which the benefit of copyright protec-

tion is extended in such a manner as to include under the word "writings," in that section of the Constitution of the United States, which protects authors in their writings, sound productions or reproductions by means of mechanical devices or appliances; and in particular, insofar as they may be intended or construed to cover or relate to reproductions obtained by means of talking machine records used in connection with the talking machine itself in whatever form so ever, whether such so-called records or phonograms are produced in the form of cylinders, discs or by means of electrically induced currents, as at present used in the so-called Poulsen telegraphophone, or in any future form or development of the talking machine art; and in opposing same I respectfully submit the following:

1. That such legislation, insofar as relates to talking machine sound records of any kind, is unconstitutional.

2. That such legislation is against public policy and directly contrary to the spirit and progress of the times.

3. That the demand for such legislation does not emanate from the great mass of the musical authors (composers) nor is it demanded by them, but has been conceived by certain selfish individuals who have conspired together to form and create a giant monopoly the like of which the world has never known.

4. That such legislation, instead of being in the interest of the composers, is directly opposed to their real interest, which is to have the greatest possible distribution of such records as the best means for creating a demand for their sheet music. Abundant evidence can be furnished to sustain this fact, if desired.

5. That it is class legislation in the interests of the few as opposed to the enjoyment and happiness of the masses, whose rights seem singularly to have been lost sight of during its preparation, and that it is particularly vicious when the rights of the poor are considered.

6. That insofar as the question of copyright must of necessity be viewed from an international standpoint, it is inadmissible, intolerable and distinctly un-American to grant to foreign composers the right to extract toll from every American citizen where such right is denied such foreigner at home in his own land and is denied to American composers abroad.

7. That such legislation is directly contrary to all recent legislation in foreign countries, the most important of which is the act of the German Reichstag in 1901, by which perfect freedom is given to use copyrighted works for the purpose of mechanical reproduction; and by which, by reason of an interpretation announced by the Minister of Justice prior to the third reading of the bill, the right to record and reproduce any copyrighted work by means of talking machines was expressly permitted.

8. That such legislation is contrary to the spirit of the Berne convention.

9. That in no other country is substantially like protection afforded to composers, but that such protection has been universally denied.

10. That even if such rights were granted under the laws of Great Britain, Germany, France, Belgium and other countries, which they are not, it is beyond the power of Congress to do other than that which it is expressly permitted to do under our constitution, and the only way by which such a law could be enacted which would stand the test of the highest court of judicial inquiry, would be by an amendment to the Constitution of the United States. On behalf of my company, I protest against being plunged into such long and expensive litigation as would necessarily ensue if this bill becomes a law, unless the necessity for same is urgent, and this I emphatically deny.

### QUOTES WHITE-SMITH-APOLLO CO. DECISION.

11. That such legislation is in direct contradiction to all recent judicial decisions on the subject, in this country and abroad, in which no common law rights and statutory rights of authors and composers, their scope, extent, intent and purpose have been discussed, the most noted of which in this country is the decision handed down by the United States Circuit Court of Appeals, second circuit, during the last week of May in the Aeolian suit (sic) against the Apollo Co., Judges Lacombe, Townsend and Cox, without a dissenting voice, approving and upholding Judge Hazel's opinion rendered in the court below, sustained the contention that the perforated roll is not a violation of the copyright; and it is interesting to note that the court went out of its way to say: "The argument, that because the roll is a notation or record of the music, it is, therefore, a copy, would apply to the discs of the phonograph, \* \* \* which it must be admitted is not a copy of the sheet music."

In England, the same position is taken by the courts, the leading and most recent case being Boosey against Wright, in which it was clearly held that the perforated roll was not a violation of the copyright. In Belgium by decree of the fourth chamber of the Court of Appeals in Brussels, December 29, 1905, in the case of Massenet and Puccini, composers, against Ullman & Co. and Patbé Freres, manufacturers, in dismissing the suit with costs the court uses this language: "Considering that these apparatus cannot be assimilated to the writing, or the notation by an engraving process, of the thoughts of the author; that they have nothing in common with the conventional signs permitting reading or comprehension of the work to which they are related; that isolated from the rest of the instrument they remain in the actual state of human knowledge, without any utility, that they are only one organ of an instrument of execution." In dismissing the suit the court referred to a similar suit decided in France, February 1, 1905, in which it was confirmed that "airs of music on discs or cylinders of graphophones and gramophones do not constitute a musical infringement."



12. That the proposed legislation, insofar as relates to mechanical reproduction, is in furtherance of the plans of certain powerful interests to obtain a monopoly—an international monopoly—on mechanical reproducing instruments of all kinds, and that they are attempting to use the legislative branch of the government to secure that which has been repeatedly denied them by the courts.

13. That it is vicious, in that if it is permitted to be enacted into law it will deal a death blow to great American industries which have been extended until now they embrace all countries, and in which millions of dollars have been invested in the knowledge that the right to manufacture was perfectly lawful, and that the right to continue such manufacture unhampered by such ruinous conditions as would be imposed by this bill could never be brought into question or become the subject of serious dispute.

14. That if this bill becomes a law it will seriously affect the rights of thousands upon thousands of American citizens who have purchased these machines and who have the right to expect to continue to use them and to obtain the supplies for them at reasonable prices instead of paying tribute to a grasping monopoly.

PAYS HIS RESPECTS TO THE MUSIC PUBLISHERS.

15. And, finally, that whatever arguments may be advanced by the Association of Music Publishers, and their allied interests whose representatives framed the bill, and who, if it becomes a law, will get 99 per cent. of the benefits to be derived therefrom, regarding other methods of mechanically producing sound, on the theory that same constitutes a method or system of notation, and under certain conditions may be read by persons skilled in the art, under no circumstances can such arguments be truthfully advanced to cover or apply to talking machine sound records. No man living has ever been able to take a talking machine record and by examining it microscopically or otherwise state what said record contains. In this sense it stands pre-eminently in a class by itself, being unlike perforated rolls, cylinders containing pins, metal sheets, and other devices used in mechanical production of sound, and is not to be likened in any manner to the raised characters used in methods of printing for the blind, where, by the sense of touch, the meaning is intended to be conveyed. The sense of touch is a mere incident due to the disability of the blind, but it is perfectly feasible and easy to read the characters with the eye, and they are very properly the subject of the copyright. I repeat that to attempt to decipher a phonograph disc is in the very nature of the proceeding "reaching for the impossible." How utterly preposterous and ridiculous it would be to pass this act in its present shape, which would make a telegraphic sound record, which is something that cannot even be seen—the record itself being caused by the magnetization and demagnetization of an electric current on an ordinary piece of wire or a cylinder or disc of steel—a copyright violation.

In conclusion, I respectfully ask that the bill be amended, and will, if your honorable committee desires, submit at the proper time such suggestions for alterations and amendments as may seem proper and appropriate.

Subsequently Mr. Cromelin said to The World: "In the first place, the bill is killed for this session. I really believe it was the intention to rush it through, but when we made it plain the measure had been framed up at star chamber sessions of certain interests to the exclusion of representatives from industries—such as the talking machine trade—in which millions of dollars are invested, I feel confident that the section dealing with the reproduction of compositions will be eliminated. At any rate, should the bill pass it would place all the talking machine companies on an equal footing, a by no means unimportant matter."

WRITINGS AND WORKS CONSTITUTIONALLY CONSIDERED.

S. T. Cameron, of counsel for the Columbia Phonograph Co., General, said that Messrs. Sousa and Herbert did not represent the majority of composers and therefore their presentations were in a sense ex parte. Another thing, these players or mechanical instruments were gradually working into a trust, and the passage of the law would consummate the combination. Mr. Cameron further contended that the United States constitution says that the authors had exclusive rights to their writings; but the bill proposed to change this to works. It would be much better to leave the interpretation of the law, in its broadest and widest sense, to the courts, for the enactment of the bill would certainly be a flagrant violation of the constitution.

S. O. Edmonds, attorney of the American Record Co., was given leave to file his remarks, owing to the consumption of his allotted time by others; and the Librarian of Congress gave him the assurance they would be placed before the Congressional committee as a part of the official hearing at this session, and be printed as such in the official proceedings.

In addition to the foregoing names mentioned as representing the talking machine interests, besides R. L. Thomae, with the Victor Talking Machine Co., being present, were a number of music publishers from New York, Chicago and elsewhere; Nathan Burkan, New York, and A. R. Serven, their counsel; manufacturers of automatic players, perforated music rolls, etc., of Chicago, New York, Detroit, etc., and counsel, besides fully 60 or 70 people in other lines of business interested in different sections of the bill.

Feeling that the hearings on the bill could not be concluded at time designated Senator Kittredge submitted a resolution to hold sessions of the patent committees during recess of Congress.

## THE NEW COPYRIGHT BILL.

Sections of the Proposed New Measure Which Effect the Talking Machine Trade.

A bill to amend and consolidate the acts respecting copyright, introduced simultaneously in the Senate (by Senator Kittredge) and the House (by Representative Currier) on May 31, contains a few sections of vital interest to the talking machine trade. It is the first attempt made to apply legal restrictions in the manufacture of sound records, and consequently has aroused bitter opposition to its enactment, as the hearings on the measure before the joint Congressional Committees on Patents, June 7, 8 and 9, reported on another page of The World, would seem to indicate. The portions of the bill affecting the trade follow:

Section 1. Paragraph g, says: "That the copyright secured by this act shall include the sole and exclusive right to make, sell, distribute, or let for hire any device, contrivance, or appliance especially adapted in any manner whatsoever to reproduce to the ear the whole or any material part of any work published and copyrighted after this act shall have gone into effect, or by means of any such device or appliance publicly to reproduce to the ear the whole or any material part of such work."

Sec. 2. That the copyright provided by this act shall extend to and protect all the copyrightable component parts of the work copyrighted, any and all reproductions or copies thereof, in whatever form, style, or size, and all matter reproduced therein in which copyright is already subsisting, but without extending the duration of such copyright.

Sec. 4. That the works for which copyright may be secured under this act shall include all the works of an author.

Sec. 23. That if any person shall infringe the copyright in any work protected under the copyright laws of the United States by doing of causing to be done, without the consent of the copyright proprietor first obtained in writing, any act the exclusive right to do or authorize which is by such laws reserved to such proprietor, such person shall be liable:

(a) To an injunction restraining such infringement;

(b) To pay to the copyright proprietor such damages as the copyright proprietor may have suffered, due to the infringement, as well as all the profits which the infringer may have made from such infringement, and in proving profits the plaintiff shall be required to prove sales only, and defendant shall be required to prove every element of cost which he claims; or in lieu of actual damages and profits, such damages as to the court shall appear just, to be assessed upon the following basis, but such damages shall in no case exceed the sum of five thousand dollars nor be less than the sum of two hundred and fifty dollars, and shall not be regarded as a penalty:

First—In the case of \* \* \* any device especially adapted to reproduce

to the ear any copyright work, not less than one dollar for every infringing copy, made or sold by or found in the possession of the infringer or his agents or employees.

Sec. 25.—That any person who wilfully and for profit shall infringe any copyright secured by this act, or who shall knowingly and wilfully aid or abet such infringement or in any wise knowingly and wilfully take part in any such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by imprisonment for not exceeding one year or by a fine of not less than one hundred dollars nor more than one thousand dollars, or both, in the discretion of the court.

Sec. 38. That the right \* \* \* to make any mechanical device by which music may be reproduced to the ear \* \* \* shall be deemed a separate estate subject to assignment, lease, license, gift, bequest or inheritance.

## "KICKERS" WERE "TURNED DOWN."

The playing of talking machines in public, at least in connection with the automatic parlors in this city, has aroused some enmity among people living in the locality of these popular places of amusement. Suits were recently brought against the proprietors of some of these "parlors" located in Harlem, but in all instances the cases were promptly dismissed by the presiding judges. The loud-sounding Columbia Graphophone was used, and the policemen testified that, despite the noise of trolley cars, it was heard over 150 feet away.

It would be well for those kickers who are continually finding fault with music of all kinds to be more liberal in their ideas. Their motto should be, "Live and let live," and unless some wrong is done them, to be less complaining about a machine that has proven not only a civilizer but a promoter of happiness wherever known.

## THE NEOPHONE IN BELGIUM.

The Compagnie Belge Du Neophone, Ltd., was registered May 18 with a capital of \$100,000 to acquire from Neophone, Ltd., London, Eng., their interests in certain Belgian patents relating to the Neophone machine and records.



## Just What All Your Customers Are Looking For!

Sells at once on being heard, with BIG PROFIT TO YOU. Will help you sell more Disc Talking Machines and Records. It will revive the interest of thousands who have given up using them an account of the nuisance of changing the needle after each playing. Reduces the wear on the record and will play at least 500 times without changing.

Made in various tones, to suit all tastes: No. 1, Soft Tone; No. 2, Medium Tone; No. 3, Loud Tone. Any of these needles will fit any make of sound box. Retail Price, \$1 each. Net Price to Dealers, 50c. each.

No. 4, Concert Tone. This needle requires the sound box to be fitted to it. Retail Price, \$5.00; Net Price to the Dealer, \$2.50. Send us your sound box and we will do this free of charge.

Send us \$1.00 and we will mail you, postpaid, one sample each of Nos. 1, 2 and 3.

We furnish Artistic Signs and Literature to all Customers.

The Symphonic Phone-Needle Co., 1907 Park Avenue, NEW YORK CITY.



## PRICES WILL ADVANCE

According to J. Chas. Groshut on Talking Machines—Returns from European Trip.

J. Charles Groshut, secretary of the Edwin A. Denham Co., has just returned from a trip abroad. While on the continent he visited the various factories in Germany, France and Switzerland, in which the Denham phonographs are manufactured. From a business standpoint the trip was a most successful one. Several important deals were consummated by which the position of the Edwin A. Denham Co., as sole im-



J. CHAS. GROSHUT.

porters of the cheap type of foreign machines, was strengthened considerably.

Mr. Groshut predicts that owing to the heavy advance in the price of raw materials, occasioned by the increased consumption of same by American manufacturers, in addition to the labor difficulties which have arisen in France and Germany, that the price of phonographs and musical instruments will rise in the near future.

## PRESERVING DYING DIALECTS.

Use to Which Phonograph Is Being Put in the British Isles.

Although nothing can be done to prevent the decay of local dialects, much can be done to preserve their records. The phonograph is being applied for this purpose both in Guernsey and in the Isle of Man, says the London Daily Mail. The dialect language in the former is Norman-French, in the latter Manx, one of the Gaelic group.

It is believed that in the Isle of Man, with the passing away of the present generation, no one will be found to speak the dialect. The phonograph is being sent to different parts of the island by the Manx Language Society; old men whose accent is pure will speak into the receiver, and the records are to be stored at Douglas.

Mr. E. D. Marquand says that the old Norman language still spoken in the Channel Islands is in its main features the same as that used by the cultured classes of England eight centuries ago; the tongue in which Taillefer sang the "Chanson de Roland" at the battle of Hastings.

"In Alderney," he says, "it will certainly have become extinct in a very few years. In Guernsey it will probably linger on for a generation or two. In Jersey Norman French will survive longest, owing partly to the larger size of the island, partly to its proximity to France, and partly also to the influx of French agricultural laborers, who spend some months each year during the farmers' busy season."

Mr. Marquand proposes using the phonograph to preserve records of the dialect poems, folk songs and folk lore of the island.

Walter L. Eckhardt, manager of the Columbia Phonograph Co.'s wholesale department, reached New York, May 17, from his Western tour. The trip was eminently successful; that is to say, the list of Columbia jobbers has been lengthened, strengthened and expanded. Walt can always be depended upon to deliver the goods, his business ability and personal popularity being equalled by few in the trade.

## RELIC OF SAN FRANCISCO

Displayed at the Warerooms of the Columbia Phonograph Co.

At the retail warerooms of the Columbia Phonograph Co., at 872 Broadway is an interesting relic of the San Francisco earthquake, by which that company's warerooms and \$100,000 of stock was totally destroyed. It is the metal part of an AZ type of phonograph, and was the first taken from the ruins. Manager Cleveland has had it placed in their show window, with a letter from the San Francisco manager that accompanied it, describing their loss. It naturally attracts considerable attention, and draws a crowd, who naturally examine all the rest of the Columbia products.

## NEW VICTOR DISTRIBUTERS.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 7, 1906.

McGreal Bros., of this city, who for the past four years have been jobbing Edison goods exclusively, placed a very large order with the Victor Talking Machine Co. about a month ago and have just received their first consignment of two hundred Victor machines and 20,000 Victor records. McGreal Bros. recently rented 5,000 feet of floor space on Milwaukee street, where they will carry on their wholesale business in both Edison and Victor goods.

## NOT DIRECTLY CONCERNED.

The connection of the Leeds & Catlin Co., record manufacturers, New York, with the pending case on appeal of the Victor Talking Machine Co. against the Talk-o-Phone Co. and themselves, recently decided by Judge Townsend, United States Circuit Court, Southern District of New York, is an incident or an accident, as one is pleased to call it. They are not directly concerned or involved in any shape or form in this litigation, and their being made co-defendants was brought about by certain dealings with the Talk-o-Phone Co. in which the Leeds & Catlin Co. acquired some of their machines in a business transaction. The L. & C. Co. do not make, nor never have made, a machine, being manufacturers of records only, and in this respect they desire to have their position clearly understood by the trade.

The A. S. Cook Co., of Woonsocket, R. I., have opened a talking machine department where they are showing a large line of Edison phonographs, records and supplies. The establishment is under the management of Robert Peck, a musician of ability.

## GOOD MOVE BY PAWNBROKERS.

Anyone Pawning Talking Machines Must Show Receipt Proving Ownership Before It Is Accepted from the Pawner.

The pawnbrokers in New York are enforcing the rule adopted by them some time ago in regard to the pawning of merchandise purchased on the instalment plan, by compelling the pawner to show a receipt. This applies particularly to talking machines, as several of the fraternity have been stuck by people who have pawned them immediately after making the first payment. They work on the theory that legitimate purchasers will not pawn their talking machine except as a last resort, and new instruments are never offered, so if one comes in that shows no signs of wear, they are justified in asking for a receipted bill from the dealer.

## REUNION OF EDISON JOBBERS

During the Week of July 16th to 20th Will Bring Many Notable Men to the City—Splendid Programme Arranged.

Everything points to a magnificent time for the Edison jobbers when they become the guests in New York, during the week of July 17-20, of the National Phonograph Co. At least 200 jobbers have signified their intention of being on the ground prepared to enjoy themselves, not only in the way of pleasure, but the opportunity presented for visiting the works at Orange, N. J., and seeing on what a great scale the manufacturing is carried on, the care and supervision exercised in each department; and last, but not least, the honor of meeting one of the intellectual and practical wonders of the age, Thomas A. Edison himself. Then there will be business meetings to attend, at which matters of great importance will be discussed that will be mutually beneficial to the manufacturer, jobber and dealer. A few surprises are in store, of which we are not at liberty to reveal, but when "pulled off" will create no end of enthusiasm. Fully 250 people—with company officials and special guests—will participate in the July days which are destined to become historical in trade annals.

## CREATED 14 NEW ZON-O-PHONE JOBBERS.

W. T. Boyd, who came in from his Western territory a couple of weeks since, created fourteen new Zonophone jobbers during the selling season just terminated. B. Feinberg, also of the Universal Talking Machine Manufacturing Co.'s traveling staff, who returned to New York at the same time, likewise made a splendid record. Both gentlemen started on a three weeks' trip June 3.

# There's Only ONE Talking Machine OIL



worth considering—that's "3-in-One"—the 12-years-on-the-market oil. "3-in-One" is the **only** oil that lubricates perfectly, cleans, polishes and prevents rust on all talking machines, and keeps disc and cylinder records in proper playing condition.

Sell any other oil, and **you** must bear the burden of proof, Mr. Dealer. Sell "3-in-One" and you have no burden to bear. Everyone, everywhere, knows "3-in-One." It **sells** itself—and there's a good, substantial profit in it for you—50 and 100 per cent. 10c. and 25c. bottles. Order a trial dozen from your jobber to-day.

If you want to **try** "3-in-One" first, we will send you a **FREE** sample bottle and the "3-in-One" Book on request. Use this oil yourself and you'll advise your customers and friends to do likewise.

**G. W. COLE COMPANY,** Sole Makers of "3-in-One"

Broadway and Liberty Streets,

New York City.





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**IMPORTANT.**—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, JUNE 15, 1906.

OUR special reports which reach The World office from almost every important town in America, indicate that there has been but a slight slowing up in the talking machine business during the past few weeks. One of the veterans of the trade remarked that he anticipated a summer of unusual business activity, and that while July and August were not usually counted good months for business, he believed that this year would be an exception.

SURELY the demand for talkers is continuing right along at a brisk rate. It will require, of course, a strong emphasis placed upon the selling end of the business when there is a natural lessening of vitality which abounds during the crisp months of winter. But it is a pretty good business plan to figure that there should be no dull seasons, and plenty of energy placed upon the selling end will always result in good returns.

THERE are many novel ways in which the talking machine may be exploited in an advertising sense, so that it is constantly brought before the people in an interesting manner. Advertising is a great business lubricator, and no man who tries to secure trade to-day should hide his light under the bushel of indifference. He should let it shine so that he who runs, skips or walks, may read with ease.

WE can name some houses that will not have a dull summer, because we know that the forces behind those institutions never permit of halting upon the vantage ground won. They are going on to win greater results for the future. They know that

"The heights of great men gained and kept  
Were not won by sudden flight;  
But they, while their companions slept,  
Were toiling upward in the night."

IT has been truly said that this is a commercial age, and whether we like it or not, competition spurs us on to greater accomplishments, and the man who fails to respond to the influence of his environment may be counted well out of the

race, whether he sells talking machines or shoe-strings. Perhaps the greatest secret of success in life is due to sticking qualities. Determination conquers the world, the faculty of sticking and hanging on when everybody else lets go, and the man that sticks and hangs on in the summer when there is a general relaxation is the man who can be counted on pretty safely to win his business spurs in a most pronounced manner.

IT is the five minutes more which wins the battle, the perseverance, the determination, of never giving up, and there are plenty of young men who are readers of The World who would do well to make up their mind that they can and must win good business this summer. They can if they will. The general conditions are favorable. There are no strikes on, and no general disturbances of any kind whatsoever. The distribution of money to the various wage earners is larger than ever before in the country's history, and it means that there is a tremendous purchasing power which can be cleverly turned in the direction of buying talking machines if systematic lines are planned and carried out.

THE great calamity which overwhelmed San Francisco has had its reflex effect in every section of the country, but America is not easily disturbed or shaken by any catastrophe. Our resources are too great and varied. The crop reports never were more favorable at this season of the year, and after all, there is a wealth which is supplied by old Dame Nature which helps to fill the mercantile coffers throughout the land. There is nothing to depress business and everything to stimulate it.

IN another portion of this publication will be found a report of the speech delivered by Louis F. Geissler before the piano men's convention at Washington last month. Mr. Geissler's subject was "Talking Machines and Their Relation to the Piano Trade." One of the strong points which he made in his address was in urging piano men to establish a retail price at which their product should be offered to the public. He stated that the history of the talking machine business showed that a one-price system could be maintained, that arbitrary prices placed upon wares covered by a patent was feasible and legal. He compared the conditions which existed in the piano trade with those in the talking machine line where the prices are fixed by the manufacturer, emphasizing that this condition which has worked so satisfactorily in the talking machine trade could be applied with equally good results in the piano line.

AS a matter of business truth the talking machine industry can be sustained on a high plane only by the maintenance of prices, and we have urged piano manufacturers through the columns of The Music Trade Review, the oldest journal in the music trade industry, to fix the prices at which their instruments shall be sold to retail purchasers. That our arguments proved beneficial in producing results may be seen in the fact that at the music trade convention resolutions were passed favoring the fixing of piano prices by the manufacturer. The passing of these resolutions will interest that section of the talking machine industry who have been opposed to the present existing plan of sell-

## Notice to Subscribers

On and after July 15 the Annual Subscription to *The Talking Machine World* will be ONE DOLLAR. Foreign Countries One Dollar and Fifty Cents.

ing talking machines. They will now learn that a kindred industry is adopting the plan upon which the talking machine trade has been conducted for years.

IT means business stability, and by the maintenance of prices a respect is engendered for the products offered. If a cigar manufacturer can name a price at which a particular brand of cigars may be sold in every city of the Union, and a shoe manufacturer likewise, and the same with other trades too numerous to mention, is it wrong to place a fixed value upon certain styles of talking machines which are offered to the public? It seems to us that it is only good business, and, studying the field as a whole we are inclined to the belief that the maintenance of prices will work out permanent benefit for the entire industry.

THE editor of The Talking Machine World left on the "Carmania" for Europe on the 5th inst. The World has been steadily developing a good circulation in the various countries abroad, and it is the intention of the editor to carefully investigate trade conditions in Europe, with the view to greatly extending the business of this trade newspaper institution in other lauds.

AT the recent trade convention in Washington, a number of copies of The World were distributed to the visiting music trade men. A well-known United States Senator came to the lobby and saw one of the papers, and expressed his surprise and amazement that the talking machine industry had grown to such an extent that it maintained a journal of such manifest importance. He requested a copy specially mailed to his home and afterward placed a subscription to receive The World regularly.

IN this connection a well-known talking machine man said at the convention that this publication had been the greatest known force in developing this business during the past year and a half, and he did not hesitate to praise the paper and its policy in the broadest possible manner. He said that it was a credit to the industry to have such a journal published, and every man interested in the sale of talking machines should encourage its distribution by every possible means, as its influence was helpful in the greatest degree.

THERE seems to be a considerable shortage of stock, but if the demand slows up during the summer season the manufacturers will be afforded an opportunity to catch up with their orders. Large efforts have been put forth by the various makers to increase their facilities in order to meet every demand, for it is not the desire of up-to-date business men to keep their trade waiting for orders. It would surprise



some to know the preparations that have been made for the increase of business in the manufacturing department, but so great and continuous has been the demand for talking machines and supplies that manufacturers have been unable to keep in sight with their orders.

**CORRESPONDENCE** from the Pacific Coast shows that the talking machine dealers are actively working territory outside of San Francisco. The Pacific-Northwest just now is a particularly rich field for the exploitation of talking machines, and there are plenty of live concerns in that section who are improving their opportunities to the utmost. Los Angeles, too, is looking up as a most important distributing point for talking machines, and while San Francisco is being rebuilt the dealers and jobbers are placing the strongest efforts upon outlying points.

**OUR** readers in all departments of the talking machine industry will be interested in the report of the copyright conference appearing elsewhere. Owing to the strenuous opposition to some sections, particularly those effecting this industry, the bill will not be introduced at this session of Congress and further hearings on the bill will not take place until December.

#### SOMETHING NEW IN "TALKER" HORNS.

The demand for something individual and meritorious in the horn line is destined to be amply fulfilled through the appearance of the Searchlight Horn, made by the Searchlight Horn Co., of Brooklyn, and whose announcement appears elsewhere in this issue. The announcement is one that should interest the trade at large. This company have been long at work on

the production of special machinery for the manufacture of these horns, and are equipped to supply all demands.

#### PREPARING TO RESUME

In San Francisco—Temporary Quarters in Oakland.

(Special to The Talking Machine World.)  
San Francisco, Cal., June 4, 1906.

The talking machine houses are making active preparations to resume business in this city. Temporary quarters will soon be opened by several of the leading houses, but the trade is, and will, for some time to come, be largely handled from Oakland. All the concerns burned out are in evidence in the latter city, among them being Walter S. Gray, manager of the Columbia Phonograph Co.'s store. His new quarters are at 512 13th street, Oakland. The Oriental business of this company has been transferred to New York.

#### TRAVELING MEN ORGANIZE.

Now the Talking Machine Traveling Men's Association is the latest organized body to appear in the trade. It was formed May 29, in New York, amid the lurid glare of enthusiasm which surprised even the participants in the "cold gray dawn of the morning after." The following are the officers: President, John Kaiser, with Douglas Phonograph Co.; vice-president, Wm. T. Boyd, with Universal Talking Machine Mfg. Co.; secretary, A. T. Doty, with Victor Distributing & Export Co.; treasurer, B. Feinberg, with Universal Co. The following gentlemen were enrolled active members: Walter L. Eckhardt and Tom F. Murray, with Columbia Phonograph Co., general; "Doc" O'Neill and J. A. Macnabb, with Universal Co.; A. L. Irish, of Talk-o-phone Co.; Loring Leeds, with Leeds & Catlin Co.; E. A. Hawthorne and J. O. Prescott, of American Record Co. It is proposed to open club rooms in New York so as to have the traveling men of the trade make it their headquarters when there.

#### FURTHER LITIGATION.

Samuel Heymann Brings Suit Against New York Jobbers in Connection With New York Phonograph Co. Affairs.

Another move is scored in the long-drawn-out litigation of the New York Phonograph Co. against the National Phonograph Co. et al. On the 8th inst. Samuel Heymann, a New York attorney, who claims certain rights were assigned him by the complainant, commenced to file bills of complaint against a number of jobbers and dealers, among them being the Douglas Phonograph Co., S. B. Davega, Blackman Talking Machine Co., Alfred Weiss and others. The suits are brought in the Supreme Court, Westchester County, N. Y., the registered home office of the New York Phonograph Co., and the motion for an injunction and accounting will be argued tomorrow (Saturday, June 16), unless an extension of time is requested.

The National Phonograph Co., when questioned by The World concerning these cases, said: "The purpose of these suits is to throw a scare into the trade. We will take care of every one of them, no matter how many, and the trade need be in no way alarmed or anxious. All they have to do is to turn the papers over to us, and we will do the rest. We are really pleased some step has finally been taken to enforce what they may consider their contract rights under the recent decision of the United States Circuit Court of Appeals. We are ready and waiting, and the trade will soon see just what the whole move really amounts to, and the courts, not ourselves, will define the situation."

#### THE "MAJESTIC" A MONEY MAKER.

The Majestic self-playing piano made by Lyon & Healy, of Chicago, is having a tremendous vogue in leading cafes in all parts of the country. It has proven a tremendous money maker, and never fails to pay for itself. Talking machine and piano dealers who have given attention to the development of this automatic piano trade have found it a very profitable feature.

## Edison and Victor Dealers

Throughout Wisconsin, Michigan, Minnesota, Iowa and Northern Illinois, will find it to their advantage to order their supply of Machines and Records through us.

We are never short on any goods that factories can supply. We always try to ship the day order is received and never substitute. Prompt, Careful and Conscientious Service has been the means of building up our large jobbing trade—now the largest in the West. We furnish our dealers with blank forms, leases, etc., for instalment trade, and assist them in every way possible in getting business.

**McGREAL BROS.,** 173 THIRD STREET, Milwaukee, Wis.



## PRACTICAL SUGGESTIONS AND COMMENTS.

### QUALITY IN TONE PRODUCTION.

William F. Hunt, of Wanatah, Ind., writes: "I must say that I am greatly surprised at the stand Arthur C. Mestraud takes in his article in last month's issue in criticism on my article on the importance of not running the recording lines too close to the center on disc records so as to maintain as uniform surface speed as possible throughout the reproduction and prevent the deterioration in volume of the selection as it nears its end. Had Mr. Mestraud not emphasized the fact in his article that he is a reigning authority on sound reproduction and an expert of renown in his line, the surprise would not have been so great. He states that there is no appreciative difference in the tone quality between the inner circle and that of the outside circle of a disc record. Now, this is rather strange, when the fact is generally known that all cylinder record manufacturers have in the past few years adopted a much higher surface speed in recording to secure a better tone quality, and when any one who will stop to figure will find that the surface speed of the inner circle of a disc record is only one-half as great as that of the outside circle. Is it not very natural that the longer sound waves on the outer circle will throw off a fuller and smoother tone than the shorter and abrupt ones on the inner circle? Furthermore, the longer and more gradual the undulations in the recording line the less blast and vibrating harshness in the reproduction, for it permits the diaphragm to perform its functions with more ease. The short and long undulations in the recording line may be compared with the waves of the lakes and those of the oceans. While the waves of the lakes are not so large as those of the oceans, yet they are choppy and more dangerous than those of the ocean, and it is an established fact that a boat will ride the long waves with more ease and less danger to itself. Likewise the diaphragm responds to the longer and more gradual undulations more perfectly than the short and abrupt ones.

"He further states that if my idea is correct all that would be necessary to attain perfection in sound reproduction would be to record the amount of a seven-inch record on a fourteen-inch size. I did not wish to make this impression, for the record would not be perfect, but it must be admitted that it would be nearer perfection and more equal in tone quality throughout than in its present state. If any one will take the time to take a disc of a selection of equal pitch throughout and run the needle over the first few lines, and then the last they will readily see that I am quite right in my statement. As I

stated in my previous article, of course, the deterioration is but little if any noticed in a selection if the record is run through without making the comparison, as it is so gradual. Furthermore, Mr. Mestraud seems to think that I am suggesting the diminution of the phonetic substance on the present disc record. In this he is quite mistaken, as I think the records very good in their present state, and in my previous article I was only pointing out to another correspondent the folly in his suggestion of filling the discs out fuller than at present to secure a longer reproduction."

### CAUSE OF DISC WEARING OUT.

J. W. Fitzmaurice, in a communication, says: "There are frequent discussions among users of disc machines regarding the reason for the discs wearing out much more rapidly near the outer edge than toward the center. Possibly the most plausible explanation is that the needle being sharpest at the beginning of the record cuts into the groove and in a short time spoils that portion of the record. As it travels toward the center of the disc the point is naturally worn down and the effect is not so ruinous. Another cause for spoiled records is the habit of starting the machine before placing the needle in the groove. When the needle does not settle into the groove immediately it destroys the walls of the recording lines, and this constant wear soon results disastrously."

### SIZE OF DIAPHRAGM.

Writing to an English exchange Linzey A. Wilcox says: "I have often wondered how it is that Edison has stuck to  $1\frac{3}{16}$  in. for his diaphragms, and how this size was arrived at. There are many firms who use larger diaphragms. What is the largest ever made commercially? Probably the Rex or Bettini, of course excepting the magnophone. There must, however, be a size limit, and I wonder if an expert could plot a curve showing exactly the diameter of a diaphragm of given material and thickness, at the point where the sound would begin to diminish, after having increased to its fullest extent? What I want to get at is the ratio between the diameter of diaphragm and the loudness of the reproduction."

### HOW SCRATCH IS OBIATED.

An amateur, who has made a great study of talking machine discs, has made a discovery, which, if practical, will prove of great value to owners and dealers of talking machines of that type. By using a fine but stiff camel's hair or badger hair brush, and thoroughly dusting the record occasionally with a very finely powdered graphite, he finds the scratch is practically

obviated and even an old record reproduces much better. He also claims that this treatment will add considerably to the life of a record. It is an experiment easily tried and worth the trying.

### SOME INFORMATION DESIRED.

Theo. Orisen writes as follows: (1) "I remember having read in one of your issues that a certain dealer up West hit upon the following idea to increase his business: He made arrangements with his distributors to get each month all the new records 'on selection,' i. e., to be returnable within 24 hours. He would invite his customers to come at a certain hour to hear all the new records played. Naturally every owner of a talking machine would take advantage of the occasion to see if there is anything suitable to his taste. Now, I wonder if there is such an enterprising dealer in this city?

(2) "Since the exchange proposition was withdrawn, the dealers are extremely chary in putting in new stock, and I—like, probably, most buyers—have little chance to know what is going on in the record world. I do not, of course, go by the catalogue; a record must be heard. I know that the jobbers carry a full line, but who can spare time during business hours? Besides, the jobbers do not play the records for you willingly. If I do not buy more records it is not my fault.

(3) "In your last issue you speak about Pathé frères producing high class records. They have a branch in London. Have they no branch here?

(4) "Lately came across a libretto in the Russian language, published by the Gramophone Co., Russia. It contains all the songs of their records. I fail to understand why our record makers here neglect such an important part of their business. In reply to my inquiry the Victor Co. said that that would interfere with the copyright law. But it would surely be worth while to buy the privilege, as the Gramophone Co. have probably done in Russia. It would make a very desirable adjunct to every owner of a talking machine."

(1) We do not believe that any such plan has been adopted by any dealer in New York, but it is something worth while trying. (2) We respectfully submit this inquiry to dealers and jobbers. (3) Pathé Frères have no branch in New York, although we understand negotiations are under way whereby their specialties will be handled by a well-known New York jobber. (4) The demand for records in foreign languages is becoming such a feature of the record business today that it is not improbable that some of our leading concerns will fall into line and make Russian records in due course. The Russian instrumental composers, however, are well represented in the lists of the leading houses.

In Greater New York about 200 dealers are doing business, with 150 Victor distributors.

## DON'T NEGLECT AN OPPORTUNITY

Of Which your Competitor is very Likely to avail himself

### PHONOGRAPH DEALERS

Throughout the Country, who are working our novel newspaper scheme,

All Agree that our new model cylinder talking machine has proved to be the best obtainable "LEADER" for the sale of records and more expensive machines.

Write To-Day for particulars and exclusive privileges in your town.

**THE EDWIN A. DENHAM COMPANY**

BERLIN LONDON

31 Barclay Street, NEW YORK



**EDISON GRAND OPERA RECORDS.**

The Third List Introduces a Number of New Artists Who Furnish Some Notable Numbers.

The third list of ten Edison grand opera records, which has just been announced, promises to be even more popular than the two lists previously issued. This list introduces four new artists in Mme. Rappold, soprano; Miss Bessie Abbott, soprano; Mme. Jacobi, contralto, and Alois Burgstaller, tenor, who achieved such a great success at the Metropolitan Opera House last season.

The National Phonograph Co. announce that these records will be shipped by freight from Orange with the regular August selections, and will reach all jobbers in the United States and Canada before July 27. The numbers, which all have orchestra accompaniment, are as follows: 21, Ave Maria (Gounod), by Mme. Rappold, soprano; sung in Latin. 22, "Fanget An," "Die Meistersinger von Nurnberg" (Wagner), by Heinrich Knotte, tenor; sung in German. 23, L'Air des Bijoux, "Faust" (Gounod), by Miss Bessie Abbott, soprano; sung in French. 24, Erzählung, "Konigin von Saba" (Goldmark), by Andreas Dippel, tenor; sung in German. 25, Aria ("Ein Band der Freundschaft"), "Don Giovanni" (Mozart), by Alois Burgstaller, tenor; sung in German. 26, E Lucevan le Stelle, "Tosca" (Puccini), by Romeo Berti, tenor; sung in Italian. 27, Los Ojos Negros (Alvarez), by Gustave Berl Resky, baritone; sung in Spanish. 28, Aria del Paggio, "Gli Ugonotti" (Meyerbeer), by Mme. Jacobi, contralto; sung in Italian. 29, Aria, "Wie oft in Meerestieten Schlund," "Der Fliegende Hollander" (Wagner), by Anton van Rooy, baritone; sung in German. 30, "M'Appari," "Marta" (Flotow), by Florencio Constantino, tenor; sung in Italian.

**FONOTIPIA LIMITED REGISTERED.**

A recent registration in Loudou, Eng., is that of the Fonotipia (Ltd.), with a capital of £50,000 (\$250,000), which has been formed to manufacture and deal in any machine or instrument for recording or reproducing sound, to publish music, to acquire editorial rights for phonographic reproduction, and, in particular, to purchase, with certain exceptions and reservations, the business of the Societa Italiana di Fonotipia in Accomandita, of Milan, Italy, as a going concern, from December 31, 1905, and, after the said Societa has been reconstructed as a Societa Anonima, to purchase from the shareholders of such Societa Anonima their interests therein. The purchase price for the assets and business so to be purchased by this company from the Societa Italiana di Fonotipia in Accomandita, who are the promoters of this company, has been fixed at £12,680 (of which £750 is for the good will), payable in fully paid shares of this company. The purchase price for the interests of the shareholders of the proposed Societa Anonima has been fixed at £4,000, payable also in fully paid shares of this company. No figures as to the profits of the Italian company are available; but the present 13,695 shares have been guaranteed in return for a commission of 6,225 shares, or at the rate of about 45 per cent. The first directors are: Chairman, H. V. Higgins, of the Grand Opera Syndicate, Ltd., London; Duke Uberto Visconti Di Modrone, chairman of the Scala Theatre Syndicate, Milan; Baron Frederic D'Erlanger, banker; Commendatore Tito Ricordi, music publisher, Milan, and Cavalliere Francesco Roberto Quei-

razza, of the firm of Belloni & Queirazza, Milan. A. Michaelis, of Milan, is general manager.

**AN IMPROVED SOUND BOX.**

Dr. Michaelis, of the Neophone, Ltd., London, Eng., is the inventor of a greatly improved sound box which can be used for either needle or sapphire, and a connecting adapter, which can be fitted to all the disc type of machines, and by which the double-sided Neophone records can be reproduced. Dr. Michaelis, by the way, has recently been elected a fellow of the Royal Geographical Society of Great Britain.

**MAHOMEDANISM AND THE PHONOGRAPH.**

Sheikh Mohamed Bakhit el Mutei, one of the ulema of the University of Al Azhar, has just published two pamphlets on the subject of the phonograph and life insurance and their relation with the Sacred Law of Islam, according to a Cairo correspondent, says The Times. The learned Sheikh declares that there is nothing in Islamic doctrine to forbid Moslems to listen to the phonograph, and that, if the verses of the Koran are suitably intoned from the phonograph the listener may be justly considered to be performing an act of worship.

**DEATH OF A. THEO. E. WANGEMANN.**

Much regret has been expressed in talking machine circles over the passing of A. Theodore E. Wangemann, who was killed while boarding a train in Bath Beach, New York, on June 2. The deceased was a musician and acoustician of acknowledged ability, and for seventeen years virtually worked side by side with Thomas A. Edison at the Edison phonograph works. He had charge of the experimental work and practical demonstrating, and did much to bring the talking machine up to its present high state of efficiency.

He was born in Germany fifty-two years ago, and was a pupil of Helmholtz, the great scientist, and had written a number of papers on the voice. The funeral services which occurred in Brooklyn on June 3 were conducted by the Placides Club, of which Mr. Wangemann was an honored member. There was also a deputation in attendance from the National Phonograph Co., including Messrs. Wilson, Pelzer, Stevens, McChesney, Miller, Weber, Aiken and Bachmann.

Tozer, Kemsley & Fisher, of Sydney and Melbourne, have secured the sole agency for Neophone goods in Australasia. From their establishments in these cities they send out a number of travelers who cover the entire continent.

**RECORD BY ADMIRAL TOGO.**

Promises to Send One Soon to Mr. Shuze Yano.

Shuzo Yano, who handled the Columbia talking machine in San Francisco, having built up a large Japanese business, and who is now connected with the Columbia Phonograph Co., New York, has received a letter from Admiral Togo acknowledging the receipt of a graphophone which Mr. Yano sent him a few months ago. As will be seen from his letter, Admiral Togo promises to make a record of his voice and forward it at an early day, for the edification of his American admirers. While the spoken words will not be understood, as a rule, by any but his own countrymen, it will be a source of pleasure to everybody to listen to the record of this famous warrior.

**COLUMBIA CO. IN LONDON, ONT.**

The Columbia Phonograph Co. have opened spacious quarters at 205 Dundas street, London, Ont., which will be under the management of D. E. Hooker. Proof of the enterprise of this gentleman is evident from the fact that he has arranged with the Mayor and Council to give two concerts per week in their Central Park, situated in the heart of the city, and large enough to accommodate thousands of people. The type of machine to be used to furnish the music will be the BC. It has already been tested in this park and the music can be heard for miles around, so that every person in the park will be able to get the full benefit of everything that is played.

The first catalogue or list of Columbia gold-moulded Twentieth Century cylinder records (B. C.), half foot long, 2 1/4 inches diameter, has been issued by the Columbia Phonograph Co., general. The titles cover every variety of entertainment, and are 70 in number. Hereafter a list of these records will be sent out monthly, containing from ten to a dozen titles.

Burke & Rouss, Brooklyn, N. Y., have dissolved partnership, the business having been purchased by Thomas Burke, the senior partner, who has looked after the outside trade.

Pathé Freres, of Paris, France, have again favored us with a voluminous list of records sung by noted artists in French, German, and other languages.

**You Need It in Your Business!**

DEALERS cannot afford to be without



.... of ....

**Syracuse Wire Record Racks**

MADE FOR ALL STYLES OF RECORDS. They have stood the test and proven their worth. Our Catalogue, which describes them in detail, is yours for the asking.

**Syracuse Wire Works**

SYRACUSE, N. Y.

**Letter or Catalogue  
CABINET**

You need one in your Office for quick reference.

Has 10 Sliding Drawers, Roll Curtain Front with Lock.

Write for Phonograph Record Cabinet Circulars and prices.

**FEIGE DESK CO.**

2072 Genesee Avenue

No. 100, Price \$10.00

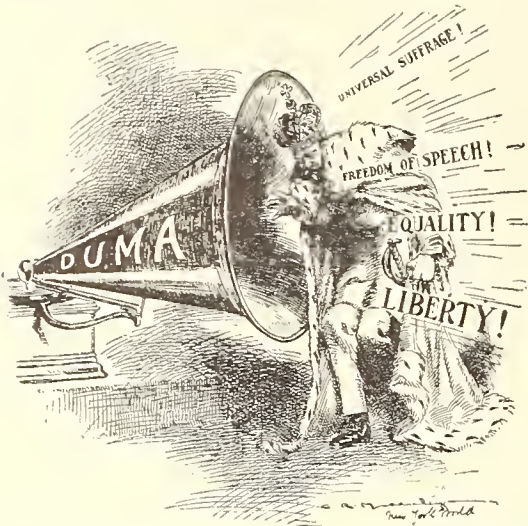
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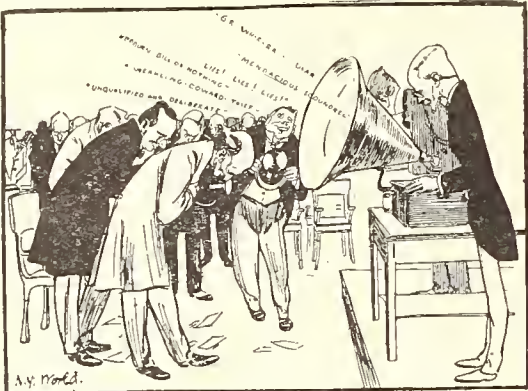
### "HIS MASTER'S VOICE"

Again Figures in the Leading Cartoons of the Day.

No trade mark used in commerce is so universally utilized by the leading cartoonists of



the day as that of "His Master's Voice," which is associated with the Victor talking machine, wherever sold. Hardly a day elapses that one doesn't come across reference to this well-known trade mark in connection with leading political and social happenings the world over. The following cartoon from The World bearing on the attitude of the Duma, the newly organized Rus-



sian parliament, and the Czar of Russia, is exceedingly interesting, and the artists's clever pen has cleverly pictured the Russian people as making new strides toward freedom of thought, conscience and political rights.

The second cartoon comes nearer home and bears upon the recent deplorable controversy at Washington, in which Annanias played a leading role. The point of reproducing these cartoons is to show how universally known is the Victor trade mark.

### PRICE REDUCED

## Burnt Leather POST CARDS

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered the Talking Machine trade.

TRIAL ORDER.—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for \$3.10 cash. Retail everywhere at 10c. You make a clean profit of \$6.90.

**Risley-Bird Mfg. Co.**

94 Fifth Avenue,  
New York.

### TALKING MACHINE MEN MEET

With President Andrews in the Chair—Important Reports from Committee.

President Andrews, Syracuse, N. Y., was in the chair at the meeting Thursday evening, May 29, of the Eastern Talking Machine Jobbers' Association, in the salesrooms of S. B. Davega, New York. As usual, the session was prolonged until a late hour owing to the nature of the business transacted. J. Newcomb Blackman, chairman of the credit committee, presented a supplementary report including the forms to be employed for the gathering and distribution of information. Sol Bloom took exception to the acceptance of these suggestions until legal advice had been obtained and the association incorporated to avoid personal liability. Subsequently the chair appointed the following committee to incorporate the organization: Sol Bloom, W. O. Pardee and A. H. Jacot. The credit committee was continued and their report referred back for further action.

As chairman of the Victor contract committee C. V. Henkel had read a lengthy letter from the Victor Talking Machine Co., Camden, N. J., replying to the committee's request relative to suggestive modifications of that document. As to that part of the previous resolutions to demand and then protest relative to certain contingent action of the company in connection with the proposed agreement, it was rescinded. The committee, however, were authorized to respond to the Victor Co.'s letter, in the name of the association, through Secretary Kelsey.

The constitution and by-laws were adopted, with appropriate amendments to conform with circumstances, and an adjournment was taken until May 31, at 8 p.m., in the salesrooms of the Jacot Music Box Co., 39 Union Square, New York.

Those present were: W. D. Andrews, Syracuse, N. Y.; W. O. Pardee, Pardee & Ellenherger Co., New Haven, Conn.; Edmund E. Buclin, Wells Phonograph Co., Philadelphia, Pa.; J. U. Willys, Elmira (N. Y.) Arms Co.; A. O. Petit, Edisonia Phonograph Co., Newark, N. J.; John Rose, Astoria, N. Y.; John P. Kelsey, with A. D. Matthews' Sons, Brooklyn, N. Y., and the following New York houses; A. H. Jacot, Jacot Music Box Co.; S. B. Davega and L. Kaiser; Fred Loeffler and B. R. Barklow, Bettini Phonograph Co.; I. Davega, Jr.; C. V. Henkel, A. P. Petit and John Kaiser, Douglas Phonograph Co.; Victor H. Rapke, Sol Bloom, Alfred Weiss and J. Newcomb Blackman, Blackman Talking Machine Co.

### IMPORTANCE OF THE NEEDLE

As a Means of Proper Reproduction of Records on the Talking Machine.

In the present day when the talking machine has reached a point where it is not merely a parrot-like contrivance but faithfully reproduces all the modulations and peculiarities of the human voice, anything that will add to the naturalness of the reproductions is to be welcomed.

Much effort has been spent on improving records, sound boxes and other parts with great success, but in addition to these experiments the American Talking Machine Co., of 536 Fulton street, Brooklyn, N. Y., have given close attention to the needle. The result is that they have produced three special styles of needles, namely, "Perfect," "Medium" and "Quiet." The Perfect is most suited to large halls, arcades and outdoor uses, and is made in three tapers; 3/16 in. of regular size for ordinary reproduction, 2/16 in. same size but louder, and the 1/16 in. for very

loud effects. The Medium is specially adapted for private use in small houses or apartments, being sufficiently loud to give first-class results, but not producing an annoying volume of sound. The Quiet is for use where a low, sweet tone is desired, lullabies and certain other kinds of classical and popular airs.

Use of these needles considerably enhances the value of both record and reproducer, for where the three are combined to produce a special effect wonderful results are attained.

The Perfect and Medium are packed in envelopes of 100 and boxes of 300 and 1,000. The Quiet comes only in envelopes of 200. Dealers would do well to obtain samples and after testing the needles to their own satisfaction add them to the regular line. The increased variety of effects thus made possible will help sales.

### LAND-O-PHONE HOME RECORDER.

The record made by the Land-o-phone home recorder is as loud as any disc record. The recording and reproducing is accomplished by means of a feed device, and the mechanical action is positive and absolute. The simplicity, accuracy and safety of the device are its chief attributes. Max Landay, of the company, sails for Europe the first week in July, and expects to be abroad about two months. He will visit London, England, his old home, and where many of his relatives reside, as a matter of course, and subsequently tour the famous springs and pleasure resorts of the continent.

### GOOD RIDDANCE.

It took the Brooklyn courts just seven days to land Louis Palma in jail for attempting to defraud the Columbia Phonograph Company. Palma bought a graphophone on the instalment plan, made a few payments, and then reported that the machine had been stolen. He was charged with having pawned it, was found guilty, and is now serving a three months' sentence in the King's County Penitentiary.

### LEEDS & CATLIN'S IMPERIAL RECORD.

The Leeds & Catlin Co., 53 E. 11th street, New York, in announcing their new lists of Imperial operatic and other high class disc records, speak with commendable pride of the standing of the talent—artists of the highest class—and quality of the product. The "masters" were made in Europe for the firm, at all the recognized musical centers. As they say, on another page, these records "are unequalled; no high class, high priced record heretofore produced can be compared with these superb productions," which are offered at attractive prices.

E. Schweiger, formerly with Charles H. Ditson & Co., the famous New York music trade house, is doing a flourishing business as a Brooklyn, N. Y., dealer, handling the Edison and Victor lines. He also carries sheet music, photographic outfits and miscellaneous novelties.

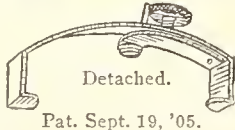
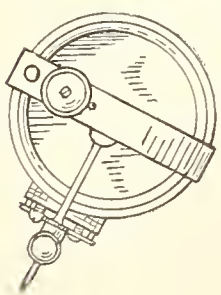
## "Phonographische Industrie"

GERMAN TALKING  
MACHINE MONTHLY

Ask for a free sample copy

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Editor and Prop.

Berlin — — — Germany  
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Detail finer. Any strength of tone while playing. Records made more distinct. Old records sound like new. Sample on memorandum to any reputable firm. More profit than records. Sell on sight. Hundreds of indorsements from leading houses.

**Star Novelty Co., Grand Rapids, Mich.**



## TALKING MACHINE HAPPENINGS IN THE WEST.

The Discontinuance of the Chicago Office of the National Phonograph Co.—Jobbers Will Handle All the Business Henceforth—Edison Commercial Department Remains—Vim Co. Pay Fine—Cable Company's Opening—C. W. Noyes Off to Coast—Columbia Co. Items—A New Chicago Jobber—The News of the Month in Detail.

(Special to the Talking Machine World.)

World Office, 195 Wabash avenue,

Chicago, Ill., June 9, 1906.

The notable news of the month has been the announcement of the discontinuance of the Chicago office of the National Phonograph Co. The office force is being retained for the present to close up the affairs of the branch here, but to all intents and purposes the office was closed on June 3.

The official announcement to the trade was received here on May 28, and is as follows:

On May 31, 1906, we will close and discontinue our Chicago office, now located at No. 304 Wabash avenue, Chicago, Ill., after which *all remittances, orders and communications* of every kind and nature heretofore sent to Chicago office, should be addressed to the National Phonograph Co., 31 Union Square New York City. The original necessity which caused us to open this office (scarcity of representative jobbers in the territory) has now ceased to exist and we are pleased to be able to turn over, so far as is possible, the dealers' business to the established jobbers who are now in a position to cover the Central and Western States.

In order that they may be in position to properly take care of dealers' requirements, we would urge upon our jobbers the necessity of carrying a full and complete stock of Edison goods, thereby placing themselves in position to obtain a share of this new business. Dealers who have been securing goods from Chicago office direct, are requested to sign our agreement with one or more jobbers, thereby enabling them to obtain their supplies promptly and at the same or less transportation charges than was incurred from our Chicago office.

Yours very truly,

W. E. GILMORE,

President and General Manager.

The principal Chicago jobbers of the Edison goods are Lyon & Healy, Rudolph Wurlitzer Co., the Cable Company, Vim Co., Babson Bros., and James I. Lyons. While the office was closed so far as transacting business on June 1, it will probably be a month before the affairs can be wound up and the office force dispensed with.

Manager G. N. Nisbett, who has been with the Chicago office since it started, and who has been the manager for the last two years, will, it is understood, after everything has been cleaned up here, become connected with the New York office of the company.

President M. E. Gilmore and Credit Manager F. K. Dolbeer arrived in Chicago May 22, and left for the East later. There will be no change in the Chicago branch of the Edison commercial department, which will be continued as heretofore.

The contempt proceedings instituted by the Victor Co. against the Vim Co. and L. A. Olm-

stead on account of price cutting in violation of the court's injunction, came up for a final hearing last week before Judge Kohlsatt, of the United States Circuit Court, who adjudged the defendants guilty of contempt, and discharged them upon payment of \$500 to the complainants.

The popularity of the Lyon & Healy Softertone needle seemed to be threatened for a while on account of its not being adapted to all styles of needle arms. The ingenuity of Manager C. E. Goodwin and his expert assistants in the talking machine department of Lyon & Healy have finally overcome this difficulty. By a series of simple attachments the Softertone needle can now be used on practically every type of disc machine. The attachment for holding the new spring clamp needle arm of the Victor exhibition sound-box is meeting with most favorable reception by the trade. It is instantly attached, holds the needle like a vise, and is made in two sizes for Softertone and for medium tone needles.

After successive delays, owing to the non-arrival of certain fixtures the new talking machine department of the Cable Company is now complete, and the formal opening occurred last week. The retail department proper occupies the second floor of the Cable building annex, and is reached by the elevator from the entrance to Cable Hall. The windows on the first floor of the annex will be used to excellent advantage for display purposes, and beginning next Monday, regular programme recitals will be held each noon hour. Later on evening concerts of a unique character will be given. On the second floor the handsomely fitted-up offices of Manager J. W. Harrison and his staff extend across the Wabash avenue frontage. Back of these is the general salesroom and along the north side of the floor are four conveniently located private record rooms. The stockroom and record shelving are in the rear. In the very near future Manager Harrison expects to have another entire floor, which will be devoted to the wholesale and mail order departments. The line consists of the Victor, Edison and Columbia machines and records, and the American records. Gradually talking machine departments will be established in the 35 branch stores of the Cable Company. Richmond, Va., has already fallen into line and a department is about to be established at the Detroit store.

Max Landay, of the Land-o-phone Co., New York, was in Chicago last month, making arrangements for the introduction of the Land-o-phone recording device for disc machines. Lyon & Healy are among the important jobbing houses of the country who will act as Land-o-phone distributors.

C. W. Noyes, secretary of the Hawthorne-Sheble Manufacturing Co., and Western representative of the American Record Co., will leave on June 15 for a general Western trip, which

will take him to the Coast, and will last fully two months. In his absence Malcolm B. Henry will be in charge of the office. Mr. E. A. Hawthorne returned with Mr. Noyes from Cleveland, where they attended the Central Jobbers' meeting and they visited St. Paul together. The latest introduction of the Hawthorne-Sheble Manufacturing Co. is a handsome needle box, containing compartments for four different types of needles and a center compartment for used ones. The boxes are to sell at \$1 each, including a thousand needles.

E. C. Plume, wholesale representative of the Columbia Phonograph Co., has returned from a Western trip, during which he visited many of the Columbia branch offices and jobbers. Among the recent important changes he reports is the promotion of C. W. Long from the management of the Salt Lake City office to that at St. Paul, Minn. J. Kelly, formerly connected with the St. Louis office, is now in charge of the Omaha and Lincoln, Neb., branches.

At the Chicago office Manager Willson and his corps of assistants are accomplishing excellent work. Since O. W. Eckland took charge of the instalment department the number of instalment salesmen has been increased to 190, necessitating the inauguration of daily classes for the instruction of novices, and the admonishment of the weak in argument. J. H. Hollingshead, formerly assistant manager of the instalment department, is now manager of the Joliet office. Will Bentley, the manager of the recently established branch at Aurora, Ill., became a member of the happy army of benedicts last month. Shuzo Yano, the Japanese graphophone dealer, who had such a disastrous experience in the 'Frisco quake, and who passed through Chicago last month on his way to New York, secured a good position in the export department of the Columbia Co.

H. A. Yerkes, manager of the Boston office of the Columbia Phonograph Co., has been on a Western pleasure trip, and called on Manager Willson of the Chicago office last week.

Carson, Pirie, Scott & Co., of Chicago, have been added to the list of Columbia jobbers.

## COLUMBIA CO.'S NEW STORE NOW OPEN.

(Special to The Talking Machine World.)

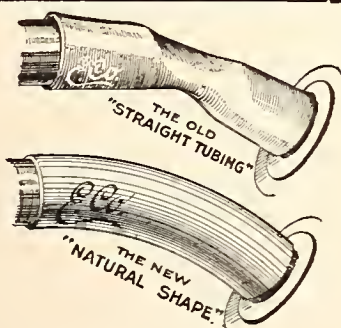
Buffalo, N. Y., June 8, 1906.

The Columbia Phonograph Co.'s new store at 568 Main street, is now open for business. Handsome in appearance and equipment, with every up-to-date device for the convenience of its patrons, the new store is a great improvement over the old one. There is an immense showing of graphophones of all sizes and at all prices, and a complete line of disc and cylinder records, which include all the new productions in music, song and story. A number of sound-proof rooms is one of the features of the new store that will be appreciated by those who want to hear the new records.

The Kipp-Link Phonograph Co., of Indianapolis, Ind., have increased their capital stock from \$6,000 to \$10,000.

## The Oldest and Most Reliable House in the World

We can save you money. "Deal direct and save agent's commission."



Per Dozen 33c.  
Per 100 \$2.15  
Per 1000 \$17.50

## S. &amp; H. PHONOGRAPH REPEATERS

Prepaid to any address \$1.50

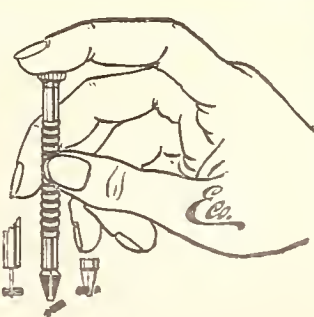
Folding Record Tray for 2, 3, 4, 5 and 6 Records.

A SAVING OF 50 to 75 PER CENT. IN TRANSPORTATION.

## "Sure Grip" Sapphire Holder

35c. Each.

WHY LOSE THEM?



EDISONIA CO., Newark, N. J.



## HARRISON DISAGREES WITH SOUSA.

**Says the Talking Machine Is Not an Evil, But a Great Public Boon—Soothes Business Seamed Souls—Well Known Comedian Tells How England Was Phonographically Saved—A Contribution Worth Reading Twice.**

It will be remembered that when John Philip Sousa was before the Joint Committee on Patents of the Senate and House in the hearing on the new copyright bill, an account of which appears elsewhere, he made a savage attack on the talking machine, because he claimed it deprived him of royalties on his music. Louis Harrison, the well-known comedian, replied to Sousa, through the New York Herald, defending the talking machine, in his own inimitable manner, as follows:

"I hope it will not be regarded as gross presumption if I venture to disagree with John Philip Sousa, who told the Joint Committee on Patents of the Senate and House in Washington that the human vocal cords were fast becoming useless, and in a little while there would be no singing, all because of the talking machine. I think Mr. Sousa is right in claiming royalty from the talking machine manufacturers for the use of his charming compositions, but, nevertheless, the phonograph is not an evil, but a great public boon. In it Edison gave the people the only American voice that does not continually talk business for 365 days in the year. I would not presume to argue with Mr. Sousa about the decay of the vocal cords on account of the rise of the talking machine, as fate has placed me where one never hears singing (I am a member of a comic opera company), but when you dwell in a country where you never hear any subject discussed between the acts of a play, at the dinner table, on the street, in the cafe, at the seaside, or in the home, except business, then the voice of the talking machine, with its stirring Sousa marches, its humorous monologues and simple ballads, wafts us out of an atmosphere of 'no matter how you git the money so you git it,' and soothes our business seamed souls.

"Mr. Sousa recalls the time when he was a boy in Washington, and the young people sat on the steps and porches in the evening and sang the old songs and the new ones. Now, if you walk down a Washington street you will not hear these young voices, you will hear these infernal talking machines.

"When I was a boy in Philadelphia the neighbors also started in to sing on the steps and porches, and I am sorry to say that property in our neighborhood decreased 80 per cent. after the first al fresco concert. When they sang the old songs grass and flowers withered in the back yards; pictures of the dead hanging on the walls smiled in sweet content at having passed forever from that neighborhood. After the second concert the sun refused to shine in our street, the policeman put on earmuffs when he passed the singers, and finally one night, when a young man who possessed a noisy tenor with a hotel register, tackled Manrico's 'Ah, I Have Sighed to Rest Me,' from 'Il Trovatore,' the landlords formed themselves into a Society for the Prevention of Cruelty to Ear Drums, and told the singers that they would not allow their property to be 'sold for a song.'

"How different it would have been if they had clubbed together and purchased a talking machine, which would have held the neighborhood spellbound with the voices of Jean de Reszke, George Cohan, Caruso and Francis Wilson. Mr. Sousa says these machine managers will pay Caruso \$3,000 to sing one song for them as a record, and one of his (Sousa's) best cornet players only \$4 a tune. I can understand that.

"The sum an artist receives is a matter of individual admiration. I have dwelt in houses where I would have given the cornet player in the next room a thousand dollars to move. Again, Mr. Sousa says: 'Last summer I was in one of the famous summer resorts, where were congregated the swellest yachts of the country. I went among them, and in place of the usual songs of the water in the evening what did I hear? 'El Capitan' on the talking machine!'

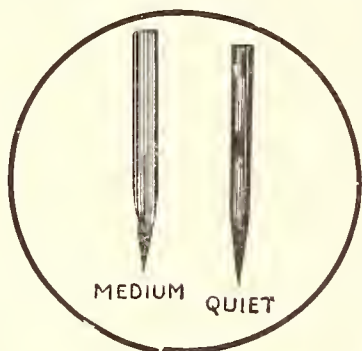
"Mr. Sousa may not be aware of the fact that talking machines saved England, Ireland and Scotland from becoming uninhabitable. Several years ago scientists and sea captains noticed, with horror, that the Gulf Stream was gradually diverging from its course, which would result in the British Isles becoming mountains of ice. Scientists set about solving why the Gulf Stream was trying to get away, and discovered the cause was yachting concerts, in which society women tried to sing Melba into vaudeville. The government officials informed them that they must either buy talking machines or lose the Gulf Stream. Naturally they didn't want England to become icebound, so each yacht bought a machine, and England was phonographically saved."

## HENRY B. BABSON WEST.

**Establishes Many New Jobbers—Factory Being Gradually Moved to Newark.**

The factory of the Universal Talking Machine Manufacturing Co. is now being gradually removed from New York to their new premises in Newark, N. J. As previously stated the general offices of the company will also be shifted, but the export department will remain in New York, where General Manager Macnabb will retain a place of call twice a week, not to mention his time at the laboratory. The changes will not interrupt the company's business in any way.

Henry B. Balson, president of the Universal Talking Machine Co., New York, who is on the Pacific coast, establishing Zonophone jobbers, will not return east before the latter part of June. He will visit the principal cities from Los Angeles to Seattle. The ubiquitous and hustling Henry is reported as doing a land office business, and General Manager Macnabb, who is kept informed of transpiring events by brief wires—H. B. has no time to write—is tickled to death. The company will be ready to ship from their new factory in Newark, N. J., about July 15. Their general office will not be removed before September.



# NEEDLES

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IS THE ONE THAT GIVES BEST SERVICE.  
THE BEST IS THE CHEAPEST IN THE END.

**Our Needles are Best**

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**Not an Experiment, but a Perfected Musical Instrument  
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Simple in construction, true in tone—giving a reproduction which surpasses anything you have ever heard. The tone is natural. Voices enunciate more distinctly and instruments are true to life. We have satisfied a great many distributors and dealers. Can we not satisfy you?

**WE WILL SEND A SAMPLE UPON RECEIPT OF  
THE PRICE.** If it is not satisfactory, return it, and we will refund your money. Regular Victor Discounts to Distributors and Dealer.

**AMERICAN TALKING MACHINE COMPANY**  
**586 FULTON STREET, BROOKLYN—N. Y. CITY**

**Largest Talking Machine  
House in the City**



## TIMELY TALKS ON TIMELY TOPICS.

For a whole year the preparation of the new copyright bill—now before Congress, having been introduced May 31 in both branches—has been under way, and during that time the record manufacturers, with one exception, have seemingly ignored the entire matter. Reports of the various conferences held in New York and Washington have been reported in *The World* from time to time, in which the probability of the law being amended so as to prohibit the reproduction of music or writings without the consent of the composer, author or copyright owner was dwelt upon; in fact, the matter was brought directly to the attention of several attorneys, counsel for leading record manufacturers, as well as to the principals themselves, but little if any attention was given the question. When the bill was finally completed, introduced in Congress and the public hearing announced, then they commenced to wake up. Whatever may be the fate of this bill, certain it is the record makers, with the exception of the above mentioned concern, were not onto their job.

A successful talking-machine dealer in this city attributed his prosperity to the fact that he always pleases his customers so well that they act as salesmen for him. "It is in this way," he remarked to *The World*: "I make it a rule to be as accommodating as I know how to everyone that comes in, and will put myself out of the way in order to interest visitors in my stock. Once I gain a hearing I can always make a sale. They do not forget it, and when any of their friends are in want of anything in my line they are sure to bring them in. Then they tell them of records that they like, call their attention to little odds and ends that always are found in any well-equipped phonograph outfit, and without my saying a word sell several dollars' worth of goods for me. A talking-machine dealer must have an unlimited amount of patience, and not feel disappointed if a visitor does not buy the

first time he comes in. Such I always make it a point to invite to drop in whenever they are in the neighborhood and hear some of the new records. It is not long before they have placed an order, and usually a better one than if they had purchased the first time. I think that if all the phonograph companies would establish an exchange basis it would work for their benefit. There are many old and worn records that, if they could be withdrawn from use, would be at once supplanted by something new. I would advocate permitting the dealers to allow a certain price per pound for used records in exchange for new ones, and I know if I could get some of my customers to unload a lot of the worthless records that they have, they would at once invest in new ones; but so long as they have, say, fifty on hand, even if they are poor, they will buy sparingly."

In the new Spanish tariff, which goes into effect July 1, with duties payable in gold, an advance has been made on American talking machines, which will pay \$1.93 per kilogram (220 pounds), instead of \$1.30, as at present. By the proposed changes in the Japanese tariff talking machines are advanced from 35 to 50 per cent. ad valorem. It is evident by these levies that the talking machine is figuring largely in the column of leading importations in those countries.

Who said Victor contract? The heated discussions over this now thoroughly well-known document are cooling down, for it seems the trade are inclined to believe the Victor Co. have no intention of taking undue advantage of either their business or their source of supply. The company frankly admits the agreement is not altogether perfect or even satisfactory to themselves, but they propose making it acceptable in the course of a few months by and with the advice of their dealers and distributors. In this spirit, the acrimonious criticism previously indulged in by jobbers in various sections of the country has subsided, and further developments are being awaited in a less bellicose frame of mind.

Apropos of this the Universal Talking Machine Manufacturing Co. are arranging to launch a contract, so as to get their trade shaped and lined up in accordance with present-day methods. The benefits of price protection are too apparent to every one who witnesses the needless slashing of margins in other lines. The principle has been declared legally unassailable, and commercially it is recognized and accepted as absolutely sound from any and all points of consideration.

Our judges, while wise and learned in the law, occasionally get mixed when it comes to the use of technical terms. For example, in the recent decision of the United States Circuit Court of Appeals, Second Circuit, on the perforated music roll case, the court speaks of the "disc of the phonograph." This error might occur in an opinion written elsewhere than in the Second Circuit, where the principal talking machine litigation has been carried on for the past five years, and therefore it seems the "honorable justices" there, at least, should be as familiar with the trade terms as the counsel at bar.

The difficulty of making good records in South American countries is due in great measure to the absence of the piano accompaniment. String instruments are universally used, the piano being comparatively unknown, and therefore experts declare they have unusual trouble in securing even passable results in recording.

Discussing the situation, present and prospective, C. H. Wilson, general sales manager of the National Phonograph Co., said to *The World* the other day: "We are slowly catching up on our orders, but are still far behind. For instance, 2,000,000 records and 35,000 machines. Of course, these orders will be filled eventually, as business

## To Talking Machine Dealers

The MUSIC TRADE REVIEW is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise news, music publishers' department and talking machine trade. A special technical department is a regular weekly feature of the publication. A vast amount of valuable information is contained in each issue. The REVIEW has won higher honors at the great expositions than have ever been won by any other publication in the world.

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Diploma at Pan-American Exposition,	1901
Silver Medal Charleston Exposition,	1902
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Gold Medal Lewis-Clark Exposition,	1905

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"It's the Easiest Thing in the World" to Sell

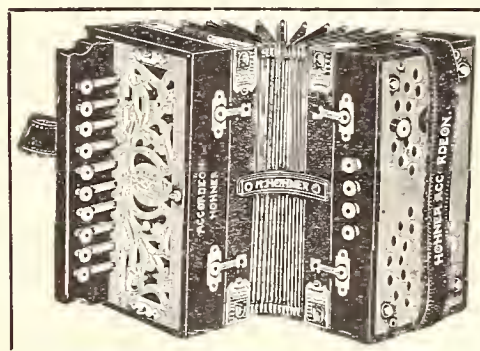
## Hohner Harmonicas and Accordeons



The Lyre Harmonica Assortment

A Good Side-Line for Talking Machine Dealers

Small Stock  
Little Capital Required  
Big Demand  
Big Profits



### Mr. Talking Machine Dealer:

You have the facilities, why not handle Harmonicas and Accordeons and make an extra profit? There's a demand for these goods everywhere and it will require but a small investment to get a share of the business. The Hohner Harmonicas have been on the market for half a century during which time they have satisfied the desires of the most critical. The name "Hohner" is now a household word amongst the harmonica and accordeon playing public, and the mere announcement of the fact that you have these goods for sale will be sufficient to bring you numerous inquiries for them.

ANY JOBBER CAN SUPPLY YOU

A Postal Will Bring You  
the Latest Catalogue

**M. HOHNER**  
475 Broadway, New York



slows up; but, frankly, I do not believe trade will fall off as much as may be imagined. Again, the same congestion will occur again when trade sets in good and strong, as is certain, unless advance orders are placed for stock, no matter what our factory facilities happen to be at the time, though they are being greatly increased."

Whenever she knows that she must indulge in a flight of oratory at some meeting, a certain member of many women's clubs doesn't trust to the inspiration of the moment. She takes a phonograph into her confidence before the appointed day. She utters her "impromptu" epigrams and rounded periods into the machine, which repeats the speech, giving her a pretty clear idea of how her eloquence will "go." She has the added pleasure of preserving a record which can entertain her on dull days, or can be put away for the benefit of posterity. It may not be such a source of delight to her children's children as she imagines, but she never will know that, and the plan is a great comfort to her vanity.

A subscriber of *The World*, residing in 74th street, New York—a gentleman of great musical taste—has the unique hobby of collecting records of an opera, and when he has a sufficient portion of the work gives concerts at his home, announcing to his friends the presentation of "Il Trovatore," "Carmen," "Faust," etc. It is a hobby that has all the fascination of collecting, as he has to search through the productions of the various companies, and the results are capable of offering more substantial entertainment than a collection of shoe buckles or postage stamps. Not the weakest feature of the idea is that the hobby reverts directly to the benefit of the dealer, as it means increased sales of standard records.

The man who thinks himself funny, the shrew or the garrulous mother-in-law should talk into a phonograph—and then be compelled to listen to the reproduction of their own voice. If some people were made to hear themselves talk they'd soon be tired enough to enjoy a solid night's sleep, and learn something of the value of silence.

The ingenuity displayed by a Paterson dealer who, having his shop painted, made a record announcing "Wet Paint!" and kept it going all day in order to warn passersby, suggests the possibility of adapting the talking machine to a number of special uses not heretofore thought of. A machine placed over a store entrance and commenting on the weather, the state of crops and the day's bargains in the specialties handled would save much effort on the part of the dealer. A similar contrivance at the barber's would make a visit to his shop a source of unconfined joy, for with all its faults the talking machine hasn't a garlic laden breath and an abominable accent. Then a talking machine placed at certain points could repeat the time-honored phrases so familiar to us on signs, as "Keep Off the Grass," "Private Property—No Trespassing," "Beware of Pickpockets," or of "The Dog," and countless other little speeches. But think of the thing being overdone, of hearing the trainman's "Step lively!" from the horn

of a phonograph, or the tantalizing "busy" of the telephone girl from the same source. The possibilities are too numerous and alarming to contemplate.

Perry B. Whitsit, of Perry B. Whitsit & Co., Columbus, O., secretary of the Central States Talking Machine Jobbers' Association, was cordially received and treated during his first visit to New York, when he attended a meeting of the Eastern Association, May 29. He left for home two days later, greatly pleased with his reception, and promised a "bunch" of friends that when he came on to attend the Edison jobbers' entertainment next month he would stay a week after the ultimate date. In anticipation of this, a programme of significance has already been framed up.

May 25, in the United States Circuit Court, New York, before Judge Lacombe, owing to the great labor in making up the record on the appeal from Judge Townsend's opinion in the case of the Victor Talking Machine Co., Camden, N. J., against the Talk-o-phone Co., Toledo, O., a motion was argued to have the hearing go over to the fall term of the Circuit Court of Appeals. It was granted, and it being a preference cause the case will come on at the October term. As the suit—for alleged infringement of the free-moving stylus claims of the Berliner patent—now stands a preliminary injunction was issued by Judge Townsend, but a stay granted concurrently, pending the appeal, though the defendants were required to enter a bond.

The phonograph is now pronounced a great panderer to human vanity. Do you wish to know how you sound, what is the quality of your voice, how that after-dinner speech will "go," just take the phonograph into your confidence. According to the latest wrinkle, public speakers need leave nothing to chance. They can rehearse their "impromptu" eloquence into the machine, and then turn it out to hear how they did it, and they can preserve their splendid flights of oratory for their children's children, not to mention their own, delectation in the days to come. Who ever dreamed modern man could be recorded more completely by his voice than the Egyptians in their hieroglyphic tombs? Yet the builders of the pyramids are dumb, while the man in the phonograph will talk on forever! It may not be so much of an advantage for posterity as imagined, but at present the idea is rather comforting to the vox et praterea nihil class of politics. However, if we can't see ourselves as others see us, we can at least hear ourselves as others hear us, and that's something.


Harold A. Loring, who was commissioned by the Government last summer to study Indian music, has already collected material among the Sioux (who are living at present on eleven scattered reservations), the Cheyennes, the Crows, the Ojibways, the Puyallups, and other tribes. He is accompanied by two officers of the Indian police and an interpreter, and makes his records partly on paper, partly in phonographs. He expects that two years and a half will be required to finish his labors.

When Henry J. Hagen, of the Victor Talking

Machine Co.'s recording laboratory department finishes his work in South America he will proceed to Italy, about the middle of July, where he is to be joined by Mr. Long, in charge of the Universal Talking Machine Manufacturing Co.'s export department. The couple are to make special instrumental records, especially of prominent bands and orchestras, in which they will be engaged probably six months or more. Mr. Hagen is considered such an expert in his line that his stay abroad may be prolonged indefinitely.

The long looked for decision of the United States Circuit Court of Appeals in the celebrated case of the White-Smith Music Publishing Co. against the Apollo Co., was handed down Friday, May 25. Judge Hazel's elaborate opinion, which was reviewed, was sustained unanimously, declaring that the perforated roll is not a copy of music within the meaning and intent of the copyright statute, but "are mere adjuncts of a valve mechanism in a machine." The court also said: "The argument that because the roll is a notation or record of the music, it is, therefore, a copy, would apply to the disc of the phonograph \* \* \* which, it must be admitted, is not a copy of the sheet music." This decision is final.

John Kaiser, chief of the Douglas Phonograph Co.'s traveling staff, and known in the record-making circles as "Casey," is cultivating his voice for professional purposes under the capable tutelage of Albert B. Pattou, of the Church Choir Exchange and Bureau of Music, New York. Later John's rich baritone will become famous as an income producer in the recording laboratories of the country.



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Editorial, Advertisement and Publishing Offices:—  
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LONDON, E. C., ENGLAND.

The "Phono Trader and Recorder" is published exclusively in the interest of the Talking Machine and Allied Trades. It contains usually from 70 to 80 pages of valuable and interesting matter, comprising list of all records issued monthly by the leading companies, minute descriptions (with drawings) of new patents, together with various special articles, interviews, etc., and items of news from all quarters relating to the Phono industry. Printed on art paper, and splendidly and profusely illustrated.

Annual subscription, post free, three shillings, which includes also the "Pick of the Basket" supplement of Record Reviews, a copy of which is inserted in the "Phono Trader."

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## RECORD BULLETINS FOR JULY, 1906.

### NEW COLUMBIA "XP" CYLINDER RECORDS

- PRINCE'S ORCHESTRA.  
32950 Seeing New York, or a Trip on the Rubber-neck Coach—Descriptive. Harry Yerkes  
PICCOLO SOLO.  
32951 The Turtle Dove. Marshall Lufsky, accompanied by Prince's Military Band  
BARITONE SOLOS.  
32957 Let Me Like a Soldier Fall—From "Maritana." George Alexander; Orch. accom.  
32958 My Dusky Rose—Coon Song. Arthur Collins; Orch. accom.  
32959 The Parson and the Turkey—Coon Song—Successor to The Parson and the Bear. Arthur Collins; Orch. accom.  
32960 The Poor Old Man. Bob Roberts; Orch. accom.  
32961 You Will Have to Read the Answer in the Stars—Comic. Bob Roberts; Orch. accom.  
32962 The Belle of the Ball. Frank C. Stanley; Orch. accom.  
32963 There's No One Like the Old Folks After All. Frank C. Stanley; Orch. accom.  
TENOR SOLOS.  
32964 Sun of My Soul—Sacred. Henry Burr; Orch. accom.  
32965 Yield Not to Temptation—Sacred. Henry Burr; Orch. accom.  
32966 I Like Your Way. A. Campbell; Orch. accom.  
32967 When the Whip-poor-Will Sings, Marguerite. Albert Campbell; Orch. accom.  
32968 Nonsense—From "The Land of Nod." Will F. Denny; Orch. accom.  
32969 One Called "Mother" and the Other "Home, Sweet Home." Byron G. Harlan; Orch. accom.  
32970 With the Robins I'll Return. Byron G. Harlan; Orch. accom.  
BARITONE AND TENOR DUET.  
32954 It's Up to You to Move—Coon Song. Collis and Harlan; Orch. accom.  
BARITONE AND CONTRALTO DUETS.  
32955 The Moon Has His Eyes on You. Miss C. Morgan & F. C. Stanley; Orch. accom.  
32956 The Tale of a Stroll. Miss C. Morgan & F. C. Stanley; Orch. accom.  
VOCAL QUARTETTE—MALE VOICES.  
32953 Come, Rise with the Lark (with bird imitation). Columbia Quartette; unaccom.  
THE RAMBLER MINSTREL COMPANY.  
32952 (Record A) Introducing the latest jokes and concluding with solo by Arthur Collins, entitled "Good Bye, Mr. Greenback." Quartette chorus and Orch. accom.

### NEW COLUMBIA 10-INCH DISC RECORDS.

- PRINCE'S MILITARY BAND.  
3404 On to Victory March (Sousa's latest)—From "The Free Lance." John Philip Sousa  
3405 Sliding Jim—A Trombone Extravaganza. Banda Espanola.  
5499 Military School March. Piccolo Solo.  
3406 The Turtle Dove. Marshall P. Lufsky, Accom. by Prince's Military Band  
COON SONGS.  
By the great negro comedians, Williams and Walker, under exclusive contract with the Columbia Company.  
3423 Nobody. Bert Williams; Orch. accom.  
3410 Pretty Desdemone. Williams and Walker Exactly as rendered by these famous artists in "Abyssinia."  
BARITONE SOLOS.  
3413 I Want What I Want When I Want It—From "Mlle. Modiste." Victor Herbert. George Alexander; Orch. accom.  
3414 When the Right Little Girl Comes Along. George Alexander; Orch. accom.  
3415 My Dusky Rose—Coon Song. Arthur Collins; Orch. accom.  
3416 The Parson and the Turkey—Coon Song—Successor to "The Preacher and the Bear." Arthur Collins; Orch. accom.  
3417 Just for Auld Lang Syne. J. W. Myers; Orch. accom.  
3418 The Poor Old Man. Bob Roberts; Orch. accom.  
3419 You Look Awful Good to Father—Comic. From "The Umpire." B. Roberts; Orch. accom.  
3420 You Will Have to Read the Answer in the Stars—Comic. Bob Roberts; Orch. accom.  
3421 The Bell of the Ball. F. C. Stanley; Orch. accom.  
3422 There's No One Like the Old Folks After All. Frank C. Stanley; Orch. accom.  
25977 Forever and Forever. Horatio Connell, London; Piano accom.  
TENOR SOLOS.  
3424 Yield Not to Temptation—Sacred. Henry Burr; Piano accom.  
3425 Smile on Me. Albert Campbell; Orch. accom.  
3426 When the Whip-poor-Will Sings, Marguerite. Albert Campbell; Orch. accom.  
3427 Nonsense—From "In the Land of Nod." Will F. Denny; Orch. accom.  
3428 One Called "Mother" and the Other "Home, Sweet Home." Byron G. Harlan; Orch. accom.  
3429 With the Robins I'll Return. Byron G. Harlan; Orch. accom.  
3430 Is It Warm Enough for You?—Waltz Song. Billy Murray; Orch. accom.  
3431 The Little Chauffeur—From "The Vanderbilt Cup." Billy Murray; Orch. accom.  
CONTRALTO SOLO.  
3432 Last Night. Miss Corinne Morgan; Orch. accom.  
BARITONE AND TENOR DUETS.  
3408 Afloat on a Five Dollar Note. Collis and Harlan; Orch. accom.  
3409 It's Up to You to Move—Coon Song. Collis and Harlan; Orch. accom.  
BARITONE AND CONTRALTO DUETS.  
3411 I Was Just Supposing. Miss Corinne Morgan and Frank C. Stanley; Orch. accom.  
3412 The Moon Has His Eyes on You. Miss C. Morgan & F. C. Stanley; Orch. accom.  
VOCAL QUARTETTE—MALE VOICES.  
3407 Come, Rise with the Lark—With bird imitations. Columbia Quartette; Piano accom.  
VAUDEVILLE SPECIALTY.  
3433 The Happy German Twins. Len Spencer and Geo. Watson; Orch. accom.  
TALKING RECORD (DESCRIPTIVE).  
3434 Flanagan's Night Off. Steve Porter  
UNCLE JOSEPH WEATHERSBY'S LAUGHING STORY.  
3435 Sunday-school Picnic at Pumpkin Center (Descriptive). Mr. and Mrs. Cal Stewart assisted by the Columbia Quartette  
NEW COLUMBIA 12-INCH DISC RECORDS.  
BARITONE SOLOS.  
30023 Annie Laurie. David Bispham; Piano accom.  
30026 The Pirate Song. David Bispham; Piano accom.

- SOPRANO SOLOS.  
30024 Comin' Thro' the Rye. Miss Ruth Vincent; Piano accom.  
30025 Nymphes et Sylvains—Sung in French. Miss Ruth Vincent; Piano accom.

### EDISON GOLD MOULDED RECORDS.

- 9290 Charge of the Hussars (Spiudler). Edison Concert Band  
9291 In Happy Moments (Wallace) Ballad from "Maritana." Orch. accom. Alau Turuer  
9292 It's Up to You to Move (Rogers) Coon song, Orch. accom. Collis and Harlan  
9293 Sailor's Hornpipe Medley (Original) violini solo, introducing "Sailor's Hornpipe," "Paddy Whack," (jig), "Haste to the Wedding," (country dance), and "Pickett's Hornpipe." Orch. accom. Leopold Moeslein  
9294 Virginia Song (Cohan) As sung by Ethel Levey in "George Washington, Jr." Orch. accom. Miss Ada Jones  
9295 Everybody Gives Me Good Advice (Kendis and Paley) New coon song by the writers of "Sympathy." Orch. accom. Bob Roberts  
9296 Here's to Our Absent Brothers (Helf) Descriptive song, introducing male quartette and other incidental effects. Fraternally inscribed by the composer to his brother Elks, Orch. accom. Byron G. Harlan  
9297 Nibelungen March (Wagner-Sonntag) Adapted from Richard Wagner's Nibelungen Ring, "Rheingold," "The Valkyrie," "Siegfried," and "Götterdämmerung." Edison Mil. Band  
9298 I Like Your Way (Witt) Sentimental Waltz song, Orch. accom. Harry MacDonough  
9299 Why Don't You Try (Van Alstyne) Soprano and tenor conversational duet, Orch. accom. Miss Hoy and Mr. Authouy  
9300 If Washington Should Come to Life (Cohan) Song hit from "George Washington, Jr." Orch. accom. Billy Murray  
9301 My Little Dutch Colleen Medley (Original) Nylphone solo, introducing "My Little Dutch Colleen," "Henny Klein," "What's the Use of Knocking," and "Moving Day." Orch. accom. Albert Benzler  
9302 Here it Comes Again (Williams) Coon song from Williams and Walker's new musical creation "Abyssinia." Orch. accom. A. Collins  
9303 Lonesome Little Maid (Solman) Sentimental song by the writers of "Little Girl You'll Do." Orch. accom. Irving Gillette  
9304 Is My Name Written There? (Davis) Gospel Hymn, Orch. accom. Anthony and Harrison  
9305 Dance of the Nile Maidens (Losey). Edison Concert Band  
9306 Nothing Like that in Our Family (Furth) Comic song, Orch. accom. Will F. Denny  
9307 I Want What I Want When I Want It (Victor Herbert) Song hit from "Mlle. Modiste." Orch. accom. Frank C. Stanley  
9308 Chas. T. Ellis' Baby Song (Ellis) German dialect yodel song, Orch. accom. Geo. P. Watson  
9309 Passion—Intermezzo (Hager). Edison Symphony Orchestra  
9310 Good-Bye, Mister Greenback (Allen) Coon song by the composer of "Any Rags." Orch. accom. Edward Meeker  
9311 Maggie Clancy's New Piano (Original) Vaudeville sketch, with incidental effects. Miss Ada Jones and Len Spencer  
9312 Where the Morning Glories Twine Around the Door (Von Tilzer) Male quartette, Orch. accom. Edison Male Quartette  
9313 Flying Arrow (Holzman) "Intermezzo Indienne" by the composer of "Uncle Sammy March," "Blaze Away March" and "Yankee Grit March." Edison Military Band

### NEW IMPERIAL RECORDS (10-INCH.)

- TENOR SOLOS BY HENRY BURR, WITH ORCH. ACCOM.  
44804 Moon Dear—From "A Society Circus." M. Klein  
44805 Where the River Shannon Flows. J. I. Russell  
44790 Silver Heels, with Organ accom.  
44808 Nearer My God to Thee. Lowell Mason

- BARITONE SOLOS BY ARTHUR COLLINS, ORCH. ACCOM.  
44791 Since Father Went to Work. Wm. Cahill  
44792 You Look Awful Good to Father—Hit from "Umpire." Joe Howard  
44793 You're a Grand Old Rag—From "George Washington, Jr." George Cohan  
44794 Nothing Like that in Our Family. Wm. Cahill  
BARITONE SOLOS BY STEVE PORTER, WITH ORCH. ACCOM.  
44798 She Cost Me a Dollar and Fifty Cents.  
44799 La Diddley-Diddley -um.  
44800 And His Day's Work Was Done.  
IRISH SKETCH BY STEVE PORTER.  
44815 Backyard Talk Between Two Irish Washerwomen.

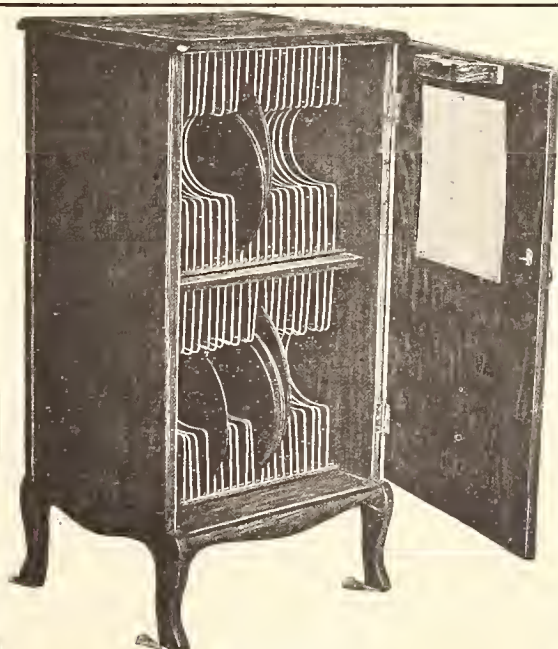
- SKETCHES BY STEVE PORTER, SOLVING THE SERVANT PROBLEM.  
44797 Mrs. Hiram Offen Engaging Bridget O'Sullivan—Bridget has ideas of what is due.  
44802 Bridget O'Sullivan Loses Her Job—In this record is depicted some of Bridget's valuable services.

- DUETS BY LEN SPENCER AND MISS ADA JONES, WITH ORCH. ACCOM.  
44777 Chimmy and Maggie at the Hippodrome.  
44778 The Golden Wedding.  
44779 The Original Cohen  
44809 Mandy and Her Man.  
COMIC SKETCH BY MISS JONES AND MR. SPENCER.  
44781 Maggie Clancy's New Piano.  
IRISH SKETCH BY MISS JONES AND MR. SPENCER.  
44819 Flanagan's Night Off  
DUETS BY COLLINS AND HARLAN, WITH ORCH.  
44810 It's All for You. Morse  
44814 Welcome to Our City. Edwards  
44992 It's Up to You to Move. Ed. Rogers  
44993 Honey, Won't You Love Me Like You Used To. Rogers  
44994 I'm Crazy 'bout It. Edwards  
44995 Waltz Me Around Again, Willie.  
44996 I'm Dreaming of You. Mullen  
BANDURRIA SELECTIONS BY JOSEPH RAMIREZ, WITH PIANO ACCOM.  
44987 El Capuchon.  
44988 Cacahucha.  
44989 Tutti.

### LATEST ZON-O-PHONE 10-INCH RECORDS.

- ZON-O-PHONE CONCERT BAND.  
476 Baby Parade—Two-Step Patrol. Characteristic, describing the Baby Parade. Composed by Arthur Pryor.  
477 Colleen Bawn—Two-Step. Medley March, introducing chorus of "When the Whip-poor-Will Sings, Marguerite"  
478 Free Lance March (On to Victory). From Sousa's latest opera.  
479 Old Settlers on Parade—March Comique, introducing old-time melodies. Composed by C. W. Dalbey.  
480 Moving Day—Medley March, introducing "My Egyptian Maid."  
481 Trip Through Dixie—Ragtime March, introducing strains of "Ise Gwine Back to Dixie," "Dixie Land," "Massas in the Cold, Cold Ground," "Carry Me Back to Old Virginia," "Swanee River," etc.  
HAGER'S ORCHESTRA.  
482 Liontamer—Descriptive Galop. Reproduction of amusing circus scene.  
483 Medley of Reels, introducing among others "Miss McLeod's," "College Horn Pipe," "White Cockade," "Soldiers Joy," etc.  
484 Minerva—A Southern American Romance.  
485 On the Rocky Road to Dublin—Irish intermezzo.  
BANJO SOLO BY VESS L. OSSMAN WITH ORCH. ACCOM.  
186 Mouse and the Clock—Characteristic novelty.  
BELL SOLO BY ED. KING WITH ORCH. ACCOM.  
487 Serenade d'Amour  
SONGS WITH ORCHESTRA ACCOMPANIMENT.  
488 Bill Simmons—"I've Got to Dance (ill the Band Gets Through)" Rob. Roberts  
489 Coming Home From Coney Isle. Spencer & Jones  
490 Everybody Gives Me Good Advice—Darkey song, by Kendis and Paley. Rob. Roberts  
491 If Washington Could Come to Life To-day. Billy Murray  
492 Is It Warm Enough for You? Billy Murray  
493 It's Great At a Base Ball Game. Billy Murray  
494 Jokesmith. Spencer and Porter  
495 Old Broadway. J. W. Myers  
496 Trolley Line for Mine. J. W. Myers  
497 Peaches and Cream. Spencer and Jones

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499 Waiting at the Church .....Miss Jones  
500 Waltz Me Around Again, Willie...Billy Murray

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SOUSA'S BAND.	
4705 The Whistlers—Intermezzo.....Reiterer (10)	
4718 Flying Arrow—Intermezzo Indienne.....Holzmann (10)	
31536 Everybody Works but Father—Humoresque Bellstedt (12)	
ARTHUR PRYOR'S BAND.	
4706 The Dixie Rube—Characteristic March....Allen (10)	
31530 La Feria—Suite Espagnole—Part II, "La Reja".....Lacome (12)	
31514 Reminiscences of All Nations.....Godfrey (12)	
31537 Morning, Noon and Night in Vienna Over-ture.....Von Suppe (12)	
VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.	
4715 Chicken Chowder—Two-Step.....Gihlin (10)	
VIOLIN SOLO BY CHARLES D'ALMAINE, WITH ORCH.	
4723 Serenade .....Moszkowski (10)	
VICTOR BRASS QUARTET.	
4712 The Hunter's Farewell .....Mendelssohn (10)	
CORNET AND TROMBONE DUET BY CLARK AND ZIMMERMANN ACCOM. BY SOUSA'S BAND.	
4716 Cousins .....Clarke (10)	
CORNET DUET BY CLARK AND MILLHOUSE, ACCOM. BY SOUSA'S BAND.	
4717 I Would That My Love.....Mendelssohn (10)	
CHARACTER SONG BY MISS ADA JONES, WITH ORCH.	
4714 Waiting at the Church.....(10)	
TENOR SOLO BY RICHARD J. JOSE, WITH ORCH.	
31515 Home, Sweet Home.....Bishop (12)	
TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.	
4713 I Like Your Way .....Witt (10)	
BALLAD BY FRANK C. STANLEY, WITH ORCH.	
4735 The Belle of the Ball.....Harlrs (10)	
COMIC SONG BY ARTHUR COLLINS, WITH ORCH.	
4724 Bill Simmons—From "The Social Whirl" "I've Got to Dance 'til the Band Gets Through.".....Spink (10)	
DUETS BY COLLINS AND HARLAN, WITH ORCH.	
4725 It's Up to You to Move.....Rogers (10)	
4709 Out in an Automobile...Bryan and Evans (10)	
DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR. SPENCER, WITH ORCH.	
4720 "Peaches and Cream".....Spencer (10)	
31531 Bashful Henry and Lovin' Lucy...Spencer (12)	
DUET BY MISS MORGAN AND MR. MACDONOUGH, WITH ORCH.	
31534 Songs My Mother Used to Sing.....Smith (12)	
DUET BY MISS MORGAN AND MR. STANLEY, WITH ORCH.	
31532 By the Light of the Honeymoon...Caldwell (12)	
BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.	
4738 Waltz Me Around Again, Willie.....Cobb and Shields (10)	
31535 When Love is Young .....Ellis (12)	
CHOIR RECORDS BY THE TRINITY CHOIR, WITH ORCH.	
4736 There is a Fountain Filled with Blood....Cowper and Mason (10)	
4732 Come, Thou Almighty King—Italian Hymn (de Giardini, 1769).....Wesley (10)	
MACDONOUGH AND BIELING WITH HAYDN QUARTET AND ORCH.	
4710 After They Gather the Hay .....Henry (10)	
PLANTATION SONG BY THE HAYDN QUARTET, WITH ORCH.	
4726 I've Gwine Back to Dixie.....White (10)	
BASS SOLOS BY EUGENE COWLES, WITH ORCH.	
4737 Armorer's Song—From "Robin Hood"....De Koven (10)	
31533 Forgotten .....Cowles (12)	
YODEL SONG BY GEORGE P. WATSON, WITH ORCH.	
4702 Hush-a-bye Baby.....(10)	
SONGS BY BILLY MURRAY, WITH ORCH.	
4719 Cheyenne.....Williams and Van Alstyne (10)	
4721 Nothing Like That in Our Family.....Heelan and Furth (10)	
4722 Is it Warm Enough for You?.....Kendis and Paley (10)	
DRAMATIC RECITATIONS BY EDGAR L. DAVENPORT, Incidental music by Orchestra.	
4711 Sheridan's Ride .....Read (10)	
31529 Lascia .....Deprez (12)	
TENOR SOLO IN GERMAN BY EMIL MUENCH, WITH ORCH.	
4733 Der Tyroler und Sein Kind...Nesmueller (10)	
TWELVE NEW EIGHT-INCH RECORDS.	
SOUSA'S BAND.	
4704 One of the Boys .....Bloom (8)	
4705 The Whistlers — Intermezzo Whistling Chorus .....Reiterer (8)	
ARTHUR PRYOR'S BAND.	
4706 The Dixie Rube—Characteristic March....Allen (8)	
4728 American Eagle March .....Boehme (8)	
VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.	
4707 Hearts and Flowers .....Tobani (8)	
4318 College Life March .....Frantzen (8)	
YODEL SONG BY GEORGE P. WATSON, WITH ORCH.	
4702 Hush-a-bye Baby.....(8)	
SONGS BY BILLY MURRAY, WITH ORCH.	
4722 Is it Warm Enough for You?.....Kendis and Paley (8)	
4739 Mother Pin a Rose on Me—Nonsense Song Schindler and Adams (8)	
CHOIR RECORD BY THE TRINITY CHOIR, WITH ORCH.	
4732 Come, Thou Almighty King—Italian Hymn Wesley (8)	
DUET BY MISS MORGAN AND MR. STANLEY, WITH ORCH.	
4708 Just My Style—From "Fantasia"...Hubbell (8)	
MALE QUARTET BY THE HAYDN QUARTET.	
118 Massa's in the Cold, Cold Ground...Foster (8)	
FIVE 8-INCH RECORDS IN GERMAN, ITALIAN AND SPANISH. Price, 35c. each.	
GERMAN PARODY BY FRANK WILSON, WITH ORCH.	
4727 Everybody Works but Father—Parody in German slang.....(8)	
GERMAN FOLK SONG BY HARMONIE MALE QUARTET.	
4703 Volkslied aus Ober Osterreich.....(8)	
BARITONE SOLOS BY GUSTAVE BERL-RESKY, WITH ORCH.	
4729 Adamastor roi des vagues profondes—L'Africaine.....Meyerheer (8)	
4730 Oh Cuanto Sufro! Cancion Cubana—In Spanish .....Verona (8)	
4731 Dame un Beso—In Spanish.....Verona (8)	
NEW RED SEAL RECORDS.	
BASS SOLOS BY MARCEL JOURNET, WITH ORCH.	
64036 Le veau d'or (The Calf of Gold)—Faust...Gounod (10)	
74037 Les Rameaux (The Palms).....J. Faure (12)	
VIOLONCELLO SOLO BY JOSEF HOLLMAN, WITH ORCH.	
74045 Serenade .....Blockx (12)	
SOPRANO SOLOS BY MME. MARCELLA SEMBRICH, WITH ORCH.	
88020 Deh vieni non tardar ("Oh, Come, My Heart's Desire") Nozze di Figaro, Mozart (12)	
88024 Air des Bijoux (Jewel Song)—Faust.....Gounod (12)	
88026 Batti, batti, o bel Masetto ("Scold Me, Dear Masetto")—Don Giovanni.....Mozart (12)	
88027 Ah non giunge ("Oh, Recall not One Earthly Sorrow")—Sonnambula .....Bellini (12)	
BASS SOLO BY POL PLANCON, WITH ORCH.	
85100 Serenade Mephistopheles—Faust...Gounod (12)	

BARITONE SOLOS BY ANTONIO SCOTTI, WITH ORCH.  
88028 Vi ravviso o luoghi ameni—Sonnambula...Bellini (12)  
"Oh, Remembrance of Scenes Long Vanished."  
88029 Pagliacci—Prologo (Prologue from Pagliac-ci).....Leoncavallo (12)  
TENOR SOLOS IN BOHEMIAN BY J. H. ROKYCANSKY.  
339 Zdravicko .....Fr. Louda-Chocholous (10)  
3301 Jsme jen jednpu na svete.....(10)  
3302 Tomu se musim "lochnit" ja Kuplet.....(10)  
3303 Ne, to pan Buh nestvoril Kuplet.....(10)  
3304 To neni sic nové vsak dobry Kuplet.....(10)  
3305 Obrácený svet Kuplet.....(10)  
3306 Co je smula Kuplet.....(10)  
3307 "Mary"...Jos. Grill-nove upravil Jos. Sváb (10)  
3308 O Barboro!.....Jos. Grill-Kohna (10)  
3309 Krásné vis-a-vis .....(10)  
3310 Tisic Sladkych Hubcek .....(10)  
3311 Nilos Kolár-nove upravil Jos. Sváb (10)  
3312 Pisnicka Alvis Lad Vymetal...Jos. Rubena (10)  
3312 Enane, to se to inestane! Populární Kuplet J. Sitretz-nove upravil Jos. Sváb (10)  
3313 Cerveny nos .....(10)  
3314 "Tony" I. Breko Miadsi-nove upravil Jos. Sváb (10)  
3315 Cupr Chasa. Polka and Two-Step.....(10)  
3316 Nando, ty jsi ta mys fírová.....(10)  
3317 "On a ona," Solovy vystup.....(10)  
3318 Andulko Safárova March and Two-Step.....(10)  
3319 Dobry cesky dedecek .....(10)  
3320 Jen do Toho Lad Stroupeznického-V. Pázdral (10)  
3321 Zobáci Pochod Two-Step.....(10)  
3322 Na Marjance (The Village Tavern).....(10)  
3323 Mne, daroval muj Karlecek.....(10)  
3324 Louka zelená.....(10)  
RECITATIONS IN BOHEMIAN BY J. H. ROKYCANSKY.  
3325 Opice plactivá a zpcvná.....Josef M. Srp (10)  
3326 Z. Manzelského ráje .....Josef Wanderer (10)

### SUCCESSFUL MEETING OF JOBBERS

Held in Cleveland, May 28—Victor Contract Matters Discussed—Committees Appointed—Messrs. Hawthorne and Sheble Dine the Visitors.

(Special to The Talking Machine World.)

Cleveland, Ohio, May 28, 1906.

The meeting of the Central States Talking Machine Jobbers' Association, held at the Hollenden House, Wednesday last, was successful from every point of view, about twenty-five representative firms being represented. An informal conference on the preceding day furnished an opportunity to discuss matters before the regular session. At the regular session the proceedings lasted from 10 a. m. to 6 p. m., with an hour's adjournment for luncheon at noon. George Ilsen, of Ilsen & Co., Cincinnati, the president, ruled the gathering in his customary genial manner, with Secretary Whitsit, of Perry B. Whitsit & Co., Columbus, O., wielding the reportorial pencil. The major part of the discussion dealt with the Victor contracts, and as General Manager Geissler, of the Victor Talking Machine Co., was present, a few heart-to-heart talks were indulged in, which seemed to clear the atmosphere. C. V. Henkel, president of the Douglas Phonograph Co., New York, who attended as delegate from the Eastern Talking Machine Jobbers' Association, was shown a great deal of attention, as he took an active part in the proceedings. Previous to the final adjournment the following were appointed as a press committee by the association: W. E. Henry, of Powers & Henry, Pittsburg, Pa.; C. V. Henkel, of Douglas Phonograph Co., of New York City; Rudolph Wurlitzer Co., Cincinnati, O. Several new members were elected.

Monday E. A. Hawthorne and Horace Sheble, of the Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., and Bridgeport, Conn., gave the members a dinner at the hotel, which proved a most enjoyable occasion. At midnight the Association and their guests sat down to a spread in the Rathskeller. The following evening L. F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., tendered an elaborate banquet at the hotel to everybody on the spot. After a choice menu had been disposed of, accompanied by harmonizing solvents, and the cigars lighted, the flood of oratory came along and pretty nearly everybody had something to say, and they said it in the most agreeable and approved manner. President Ilsen filled the difficult part of toastmaster with eclat.

Besides the jobbers on the ground, the following gentlemen were also in Cleveland: L. F. Geissler, of Victor Talking Machine Co., Camden, N. J.; E. A. Hawthorne, Horace Sheble and Chas. A. Noyes, of Hawthorne & Sheble Mfg. Co., Philadelphia; William McArdle, with American Record Co., Springfield, Mass.; C. S. Gardiner, with Columbia Phonograph Co., general, New York; P. B. R. Bradley, with International Record Co., Auburn, N. Y.; B. Feinberg, with Universal Talking Machine Mfg. Co., New York; Max Landay, of the Land-o-phone Co., New York. It was decided to hold the next convention in Detroit, Mich., August 14th.

### HOW HE EDUCATED THE DONKEY.

The donkey Caruso had on the London opera stage one time recently in the "Jongieur de Notre Dame" was lent by a nobleman for the occasion. The owner fitted up in the donkey's stable a "talker" with a Caruso record in order that the donkey might become accustomed to the music before making his debut. The machine performed three times a day for him.

### TALKING MACHINE MEN AT THE BAT.

Saturday last, the 9th, a match game of baseball was played between picked nines of the Douglas Phonograph Co. and the Victor Distributing & Export Co., New York, in the Ridgewood section of Brooklyn Borough. The sport was great on both sides, the pitching of Henkel, the batting of Petit, in the Douglas team, and the stunts of Williams, Beekman and Haas on the V. D. & E. line were great. The rooters were vociferous, but the Douglas players were beaten by a score of 13 to 15. R. E. Caldwell, with the Blackman Talking Machine Co., umpired the game. After the game a bountiful dinner was enjoyed at a local hotel.

### RECORDS BY DAVID BISPHAM.

The Columbia Phonograph Co. have arranged with David Bispham, the celebrated baritone, for a number of records, which are destined to have a wide popularity. The initial number is "Danny Deever," Kipling's famous verse, set to Walter Damrosch's clever music. This appears as No. 3,016, a 12-inch disc record.

The Elyria Talking Machine Co. have opened a store at 596 West Broad street, Elyria, O., with Karl Lenzler in charge.

## The Imperial Record

which, as everybody knows, is the best made,

is now retailed at

## Sixty Cents



## TALKING MACHINES IN CHINA.

Geo. K. Cheney Speaks of Yuen Sing Foong, Who is One of the Talking Machine Hustlers of China—Helped Mr. Cheney Secure Good Records of the Various Dialects—Story from the Orient.

We take pleasure in printing herewith a photograph of Yuen Sing Foong, of S. Moutrie & Co., Ltd., manufacturers and dealers in pianos and organs and all musical instruments, as well as agents for the Victor Talking Machine Co., in China. Their main office and factory is in Shanghai. They have branches in Tientsin, Hong-Kong and London. S. Moutrie is the managing director, J. Hinton assistant manager and treasurer, and Robert Briener secretary. Mr. Yuen Sing Foong has been many years connected with the talking machine business, and has es-



YUEN SING FOONG.

tablished throughout China for the S. Moutrie Co. many branches, and has sold Victor talking machines and records to dealers in every city and large town in the Chinese Empire. Mr. Yuen speaks good English, although he has never been out of China. He is a great scholar, and speaks most of the different dialects spoken in China. It was through his influence that Geo. K. Cheney was able to secure for the Victor Co. the best talent in China. The records taken in China turned out so satisfactory that the S. Moutrie Co. have placed orders for thousands of them. In China there are many dialects spoken, and Mr. Cheney took records of all the principal dialects. Mr. Cheney, who recently returned from the Far East, said to The World that "the Chinese take great interest in the talking machine. In towns which are not large enough to support a theater they use the Victor machine as an entertainer, charging a small admission, which enables all to hear songs sung by some of the most noted actors in China."

## USE OF COMMERCIAL MACHINES.

Steadily Growing in Favor—The Famous Book "The Jungle" Was Dictated to One of These Machines—Large Corporations Find Them Invaluable.

The great strides made in the sale of the commercial talking machines during the past few years is regarded by dealers in that commodity as only a little short of marvelous. It is being adopted by the largest corporations in the country, and lawyers, authors and court stenographers are finding it invaluable in their professions. All of the testimony in the recent insurance and kindred investigations was dictated to these machines, and transcribed directly from them. Henry P. Roberts, of the commercial grapho-

phone department of the Columbia Phonograph Co., has in his possession a letter from Upton Sinclair, the author of the "Jungle," in which he states that he used one of their commercial machines for dictating that remarkable book, and considered it an invaluable aid in his work. The Columbia Co. also have a huge pile of testimonial letters from some of the largest corporations in this country, several of which have over fifty of these machines in constant use, and all of which speak in the highest terms of the results attained from their use. They report that the output for May was 45 per cent. greater than for the same month of last year, and the only difficulty is in having them made fast enough. Among the large piano houses that are using them daily is Wing & Co., of Thirteenth and Hudson streets.

## DUPLEX CO. IN KALAMAZOO.

Purchase Two and One-Half Acres of Land and Will Erect Factory and Make Their Own Specialties in Future at This Point.

(Special to The Talking Machine World.)  
Kalamazoo, Mich., June 5, 1906.

The Duplex Phonograph Co., a manufacturing concern, have completed arrangements to erect a factory in this city and make their goods here. F. D. Eager, secretary and general manager of the company, has come to Kalamazoo from Lincoln, Neb., and expects to make this city his home in the future.

He announces that his company has purchased two and a half acres of land on East Paterson street, near the Chicago, Kalamazoo & Saginaw railroad, and will erect thereon a factory building 120 by 60 feet in dimensions, two stories, and that they will give employment at the start to about 125 hands.

For some time this same concern have been advertising their goods extensively under the caption, "Made for you in Kalamazoo," and the product, which is a double-horn phonograph, has been made by the Kalamazoo Novelty Co. of this city. That was not altogether satisfactory, and the company decided to build their own factory and grow.

## BUSINESS SOMEWHAT QUIET.

Business is not remarkably active and it looks as if a quiet summer might be expected. It is believed, however, that when the public begin to change their abodes to the resorts in order to escape the warm weather, trade will pick up in a marked degree. The manufacturers are still running their plants full capacity.

## HOME RECORD MAKING

Should be Encouraged by Dealers—It Helps Trade Not Only in Blank Records But Increases Greater Interest in the Talking Machine and Its Possibilities.

Do you know that there are thousands of talking machine owners who cannot make a record to save their lives? This is true, and there is no reason why this pleasure (and it is a pleasure) should not be encouraged to the mutual advantage of dealer and customer.

It means simply this: The dealer will receive large orders for blanks, and then, of course, this will naturally be followed by orders for shaves. Both pay well. It does not take more than two minutes to shave a record, and there is five cents in it. Fifteen dollars a day in excess of regular record sales have been made in this manner. This part of the business can be developed so that it will keep a boy at the shaving machine all day.

When you send out your next bulletin, insert an extra sheet stating that the recorders now in use are really practical and that you will be glad to demonstrate them at any time. You will find that your customers will respond readily.

There is frequently talent in a family, and when the art of record making is mastered, a great deal of wholesome fun is enjoyed and successful records made. It will not hurt the sale of your regular stock either.

Since the new moulded process has been in vogue, the opinion prevails that good records cannot be made at home, and when this opinion is dissolved by a demonstration, business all along this line will follow. Then the making of disc records at home is a still more later development which promises well.

Try it.

## JAPAN INCREASES DUTY

On Talking Machines from 35 to 50 Per Cent.—Building Higher Tariff Walls.

The Parliament of Japan have just passed a tariff bill which emphasizes that the Yankees of the East are following our example in endeavoring to build up their manufacturing and commercial power through the aid of a protective system. We note that the new bill increases the duty on a great many American products; for instance, talking machines are advanced from 35 to 50 per cent. The amount of trade in these machines has developed quite extensively in the Far East.

## Cleapol Waterproof Metal Polish



MPARTS A LASTING LUSTRE

to all metals; will remove all Tarnish, Spots, Fly Specks, etc. Will not injure the hands; contains no acid.

NOTE.—All horns, etc., treated once with this polish can be kept in perfect condition always by using the **CLEAPOL CHAMOIS SKIN**.

☞ Special discount now being given to jobbers and dealers.

☞ Write for Samples and price lists.

**THE CLEAPOL COMPANY**

288 Springfield Ave.

NEWARK, N. J.



### "TALKER" TRADE IN TWIN CITIES.

Use of Machine Improving Musical Taste—T. C. Hough in New Quarters—A Chat With A. M. Magoon—Minnesota Phonograph Co. Open Branch in Minneapolis—Columbia Co. Report Excellent Trade.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, June 6, 1906.

The most striking development in the talking machine trade over last year is the fact that the musical taste has been considerably improved, and the call is for a higher priced machine, and a better quality of records.

T. C. Hough moved into elegant quarters on the second floor at the corner of Washington and Nicollet avenues, about the first of this month. Mr. Hough now has three stores, two in Minneapolis, and a branch in St. Paul. He handles the Edison machine exclusively. Speaking of the trade, he said: "My business in April was double that of last year, and so far this month the results have been more than satisfactory." Mr. Hough, by the way, was the pioneer dealer in talking machines in Minneapolis.

A. M. Magoon, manager for the Victor department of the New England Furniture Co., said: "The trade has not been so good as a year ago in machines, but the demand this year is for higher grade machines, and the sales of records have been much larger. I notice, too, that the taste has improved in music, and our customers are asking for better things. The lake business has just begun to open up, and I have had a number of orders from people who have gone out to Minnetonka."

The Minnesota Phonograph Co. report trade as very good, and a big increase so far over last year. Shortly before the holidays a branch was opened in Minneapolis, the headquarters being in St. Paul, Mr. Lowey, formerly with the New England, taking charge. Prior to that time, the Edison had been handled exclusively, but Mr. Lowey also added the Victor, and only recently secured the permission to act as jobber for the

Victor, and has had more business in that line than he could handle with his limited facilities. The St. Paul store was also made a jobber the past week.

The Columbia Phonograph Co. report excellent results at both stores in the twin cities. There has been a very satisfactory increase over a year ago with a demand for higher-priced machines.

W. J. Dyer & Bro., who handle the Victor and Edison, report: "We can't get sufficient stock to supply the demand."

### CANAL DIGGING BY MUSIC.

Unique Method Discovered of Making Panama Laborers Happy.

(Special to The Talking Machine World.)

Washington, D. C., June 9, 1906.

Music is playing an important part in the digging of the Isthmian Canal. Laborers from the West Indies are all accustomed to sing as they work, and bosses who are capable of leading a chorus have much greater success than men who do not have that faculty.

Reports received by the commission from officials on the Canal Zone indicate that one boss has developed songs with the aid of a talking machine, which have inspired contentment and energy among his men, with the result that he has outdistanced all rivals in the amount of work accomplished. "Down, men, down," are the words for which this music master has provided music that delights the Jamaican heart. Other bosses are using the traditional "Yo, heave, ho."

Bosses who have been in the employ of fruit companies and other corporations in the tropics have carried the methods of the West Indies to the Isthmus with excellent results, and on all the Government work singing is becoming general, and it has been much stimulated through the utilization of the talking machine.

### WATCH HAS TINY PHONOGRAPH.

A Swiss watchmaker has invented a watch which speaks the time from a tiny phonograph.

A very small hard rubber plate has the vibrations of the human voice imprinted on it, and is actuated by clockwork, so that at a given time the articulation is made, indicating the hour. The utterance is sufficiently strong to be heard 20 feet away. It is possible by means of a device of this kind to combine sentiment with utility, as the vibrations can be made by any clear voice, and a man's watch may tell him the time in the tones of wife or children.

### WILL OCCUPY ENTIRE BUILDING.

The National Phonograph Co. Acquire Lease of Building at Fifth Avenue and 8th Street, Which They Will Utilize for Offices.

An entire building on the northwest corner of Fifth avenue and Eighth street, New York, has been acquired by the National Phonograph Co., the sale being consummated recently, which they will occupy for their New York offices. The foreign and commercial system departments will also be located there. The place is one of historic interest, having been owned in Colonial times by members of the English nobility, and recently the New York house of C. H. McCormick, of Chicago, the present American Ambassador to France. It is a beautiful old brown stone mansion, with solid mahogany doors and stairways, and the company will remodel the house for their business and refurnish it in the most lavish manner as splendid quarters for the president, legal department, general sales, credit and other chief executive departments. Alterations are expected to be completed and possession taken by July 1. Their present premises, at 31 Union Square, will be surrendered.

### INCORPORATED IN OHIO.

The Ashtabula Phonograph Co. was incorporated this week with the Secretary of State of Ohio, with a capital of \$10,000, by C. L. Scrivens, E. J. McClintock, R. S. Parker, J. H. Johnson, etc.

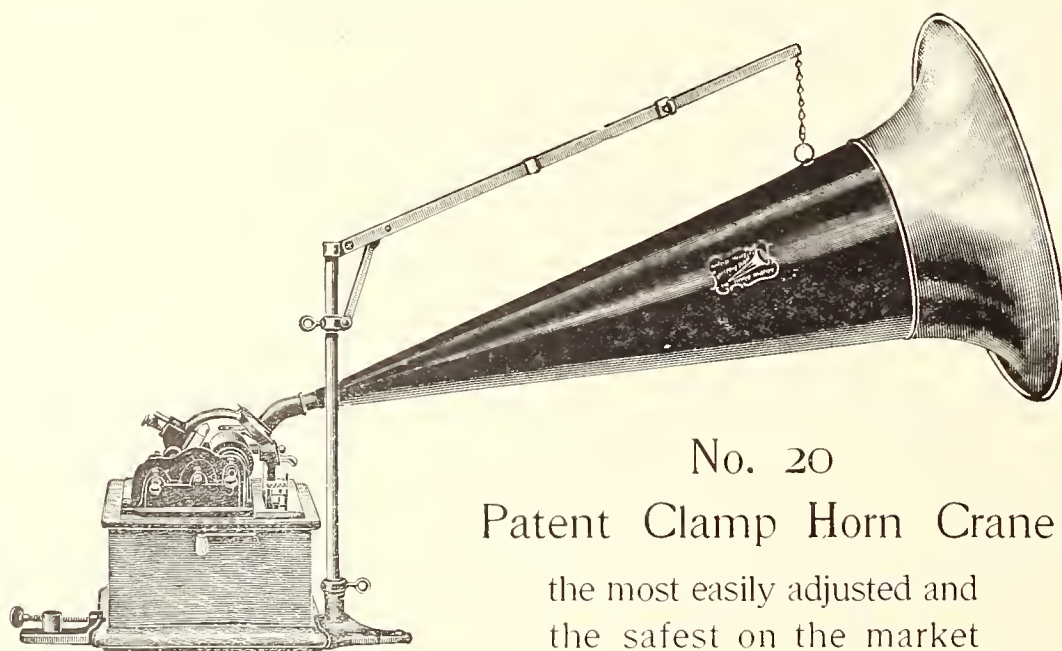
Dealers can obtain our goods from the Jobbing Trade



Hand Painted Flower Horns

(Pat. Aug. 22, 1905)

Most beautiful yet produced and strongest made. Acoustic qualities perfect



No. 20  
Patent Clamp Horn Crane

the most easily adjusted and  
the safest on the market

THE TEA TRAY COMPANY  
of NEWARK, NEW JERSEY

MULBERRY AND MURRAY STREETS, - NEWARK, N. J.



THE PIONEER MANUFACTURERS OF AMPLIFYING HORNS



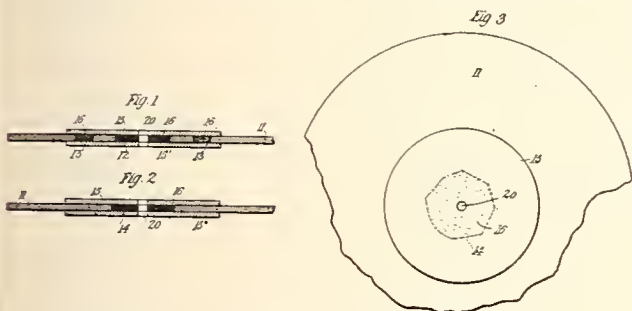
## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., June 7, 1906.

**SOUND RECORD.** George A. Manwaring, Bayonne, N. J., assignor to the American Graphophone Co., Bridgeport, Conn. Patent No. 819,072.

This invention relates to disc sound records and the labels carried thereby. In dealing with record tablets of celluloid or the like it has been found that the paper of which the label is composed will not adhere to the celluloid surface. The difficulty appears to lie in finding an adhesive which acts permanently both upon celluloid and upon paper. The present invention enables one to secure a paper surface to another

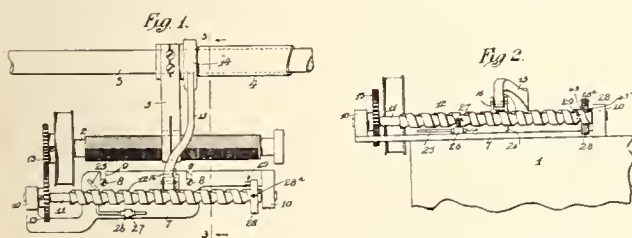


paper surface upon the other side of the disc record through an opening cut in the record tablet for that purpose.

This invention will best be understood by referring to the accompanying drawings. Figure 1 is a sectional view, greatly exaggerated in thickness, of a disc record-tablet having its label secured thereto in conformity with my present invention. Fig. 2 is a modification, and Fig. 3 is a plan view illustrating the invention.

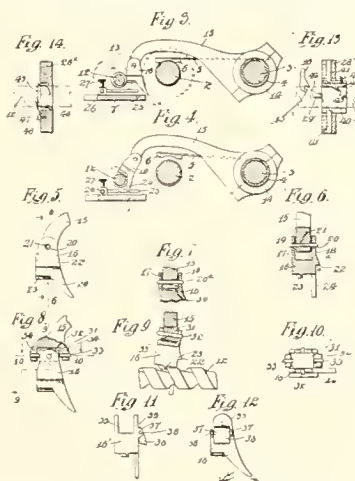
**REPEATING ATTACHMENT FOR PHONOGRAPHS.** Edward L. Aiken, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 820,165.

This invention relates to phonograph repeating attachments of the type wherein the lifting operation by which the feed nut is disengaged from the feed screw is effected by means of a



rotating lifting pin or projection which engages a contact member in the form of a dog carried by and traveling with the sound box carriage and pivoted on an axis parallel to the direction of movement of the said carriage. Devices of this character are well known in the art. (See, for example, United States Letters Patent No. 583,679, dated June 1, 1897, to Fletcher, and Patent No. 678,890, dated July 23, 1901, to Matthews.)

In these patents the pivoted dog operates as a lever for effecting the elevation of the sound box carriage. When it is attempted to effect the elevation by a direct lift of the rotating pin upon a pivoted dog, it is found that special devices are necessary to produce a structure which will be operative when applied to phonographs of the usual construction, for the reason that in such instruments the pitch of the feed screw is only one one-hundredth of an inch, so that the first contact of the rotating member and traveling member cannot be more than one one-hundredth of an inch in width and may be anything less. This width of contact is not sufficient to accomplish the lifting of the sound box carriage with any degree of certainty, because the rotating member moves at a high rate of speed and strikes the traveling member with considerable violence, the usual result being that the carriage is lifted sufficiently to disengage the feed nut from the feed screw, and the carriage is then pushed or hurled in a backward direction, so that the lifting pin and traveling dog are separated, whereupon the carriage falls, to be again fed toward the rotary lifting member. The mechanism referred to may occasionally operate when the width of initial contact is at its maximum (one one-hundredth of an inch) and before



the parts have become worn to any appreciable extent; but even under the most favorable conditions the device will fail so often as to be worthless for any practical purpose. It is therefore necessary in designing a device of this type to provide special means for obtaining a sufficient width of overlap of the traveling dog or contact member and rotary lifting member as to make the device reliable and certain in operation. This fact was pointed out in Patent No. 798,087, granted August 29, 1905, and a special construction for accomplishing this result was therein disclosed and claimed. This structure, however, requires accurate setting—that is, the lifting pin and pivoted dog cannot vary much from the relative positions shown in the drawings of the said patent.

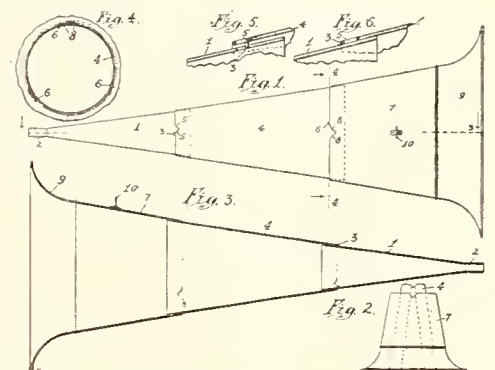
It is the object of the present invention to produce a device in which sufficient overlap of

the lifting pin with respect to the pivoted dog can be obtained for the lifting operation, and which device will at the same time admit of a considerable variation in the relative positions of these parts without its operativeness being impaired. In other words, it will not require accurate setting, so that unskilled persons may apply the device to phonographs, and it will also possess the same advantages as the structure of said Patent No. 789,087 in that the device will be effective and positive in its operation, of but few parts, and will not in any way affect the operation of the phonograph or prevent the reproducer from being fully raised to permit the records to be applied to or removed from the mandrel, being at the same time readily adjustable, so that the reproducer may be caused to engage and be disengaged from the record at any desired point—as, for instance, immediately before and after the selection has been reproduced.

Reference is hereby made to the accompanying drawings, in which Figure 1 is a plan view showing a part of the main shaft, feed screw, back rod, sleeve and feed nut spring arm of a phonograph with the present improvements applied thereto. Fig. 2 is a front view of the same. Fig. 3 is a section on line 3 3 of Fig. 1, showing the repeating mechanism out of operation, as when the reproducer is in engagement with the record. Fig. 4 is a similar section showing the repeating mechanism in operation, as when the sound box carrier is being returned to its initial position. Fig. 5 is a detail side view of the pivoted dog and the forward end of the arm by which it is carried. Fig. 6 is a section on line 6 6 of Fig. 5. Fig. 7 is a section similar to Fig. 6 of a modification of the contact member. Fig. 8 is a view similar to Fig. 5, but partly in section, showing a second modification of the contact member. Fig. 9 is a section on line 9 9 of Fig. 8. Fig. 10 is a section on line 10 10 of Fig. 8. Figs. 11 and 12 are front and side elevations of a third modification of the contact member. Fig. 13 is a vertical section of a modification of the rotary lifting member, and Fig. 14 is a similar view of another modification of the same.

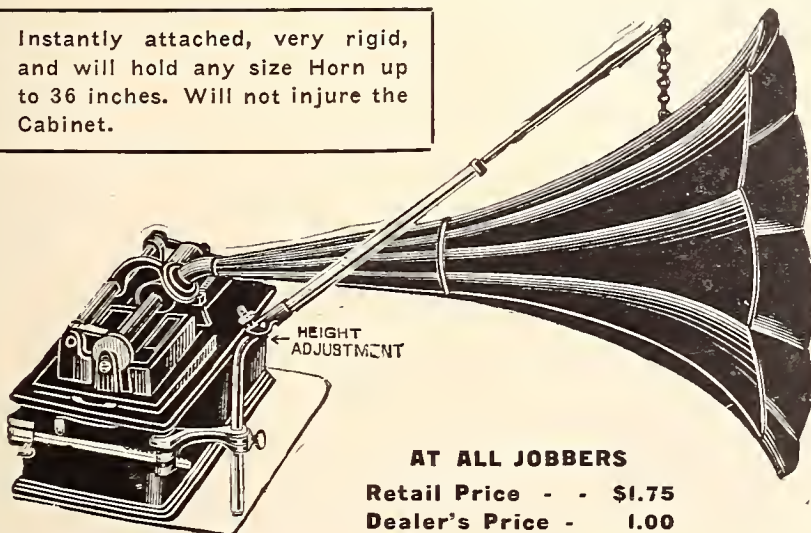
**PHONOGRAPH HORN.** Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 820,158.

This invention relates to collapsible horns for use principally in connection with phonographs



or other talking machines, although it is obviously capable of other uses. The invention operates, broadly, upon the same general prin-

Instantly attached, very rigid, and will hold any size Horn up to 36 inches. Will not injure the Cabinet.



AT ALL JOBBERS  
Retail Price - - \$1.75  
Dealer's Price - 1.00

## THE UNIVERSAL HORN CRANE

A Crane equally well adapted for Edison Phonographs and Columbia Graphophones. A novel, effective device for raising or lowering horn. Fully nickel-plated.

## IDEAL FASTENER CO.

Horn Crane Dept., 2722 Third Ave. NEW YORK CITY





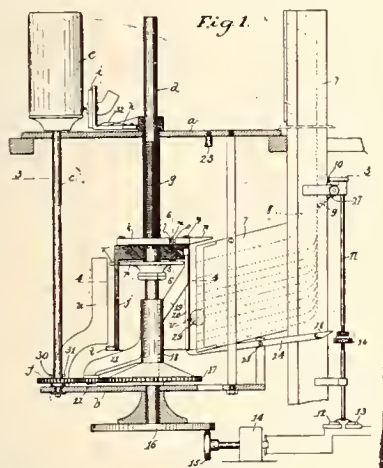


persons who are ignorant of the proper manipulation of the machine make use of the said spring for raising the carriage when it is desired to change the record on the mandrel. In this way the spring frequently becomes bent so that it does not properly hold the feed nut upon the feed screw. It is desirable, therefore, that means be provided for preventing such injury even though the spring be used for this purpose. It is also desirable that means be provided for adjusting the free end of the said spring in a downward direction, so that any desired pressure of the feed nut upon the screw may be obtained. With these ends in view the invention consists in the features hereinbefore described.

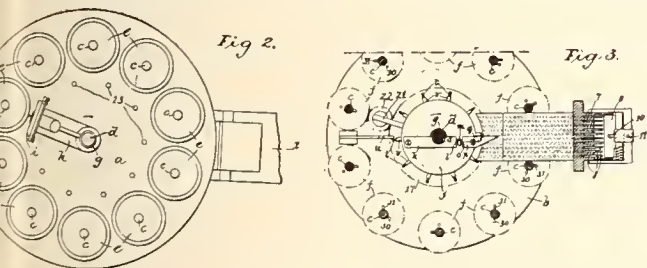
Reference is hereby made to the accompanying drawings, in which Figure 1 is a plan view illustrating an embodiment of this invention, and Fig. 2 is a side elevation, partly in section, of the same.

TALKING MACHINE. Einar Leschbrandt, Philadelphia, Pa. Patent No. 821,045.

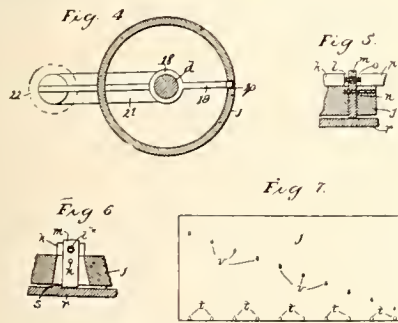
The object of this invention is to furnish



an improvement in coin-operated multiplex talking machines. In the accompanying drawings, forming parts of this specification, and in which similar characters of reference indicate similar



parts throughout the several views, Figure 1 is a side elevation, partly in central sectional elevation, of a multiplex talking machine embodying improvements; Fig. 2, a plan of Fig. 1; Fig. 3,

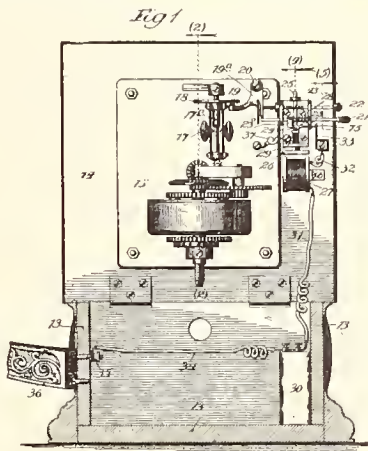


a section of Fig. 1 on line 3-3; Fig. 4, a section of the cup j on line 4-4, Fig. 1; Fig. 5, a section of Fig. 2 on line 5-5; Fig. 6, a section of Fig. 1 on line 6-6; Fig. 7, an expanded view or development of the cylinder j. a is an upper, and b a lower, plate which form part of the frame of the machine. These plates are stationary and are carried in any suitable manner.

AUTOMATIC CUT-OFF FOR SOUND REPRODUCING MACHINES. Joseph Eifel, Chicago, Ill. Patent No. 821,629.

This invention relates to sound reproducing instruments wherein a record is rotated and thereby sounds are reproduced, and to means for automatically stopping such instruments at either the end of the record or at any predetermined point on the same; and for the purposes of illustration the device is shown attached to a disc and to a cylinder phonograph, but it will be apparent that it could as operatively be applied to any other form of talking

machine or music box. The principal objects of the invention are, to provide a cheap, safe and accurate means for automatically stopping the rotation of the record on sound reproducing machines at any desired point during their repro-



duction, or at a predetermined point when the complete record is not used; to provide accurate means for automatically stopping the rotation of the record when the end of the sound groove is reached, and to generally cheapen the cost of and

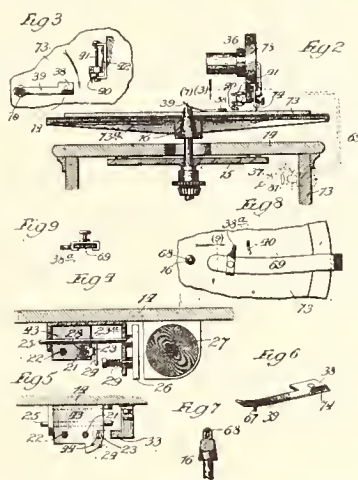
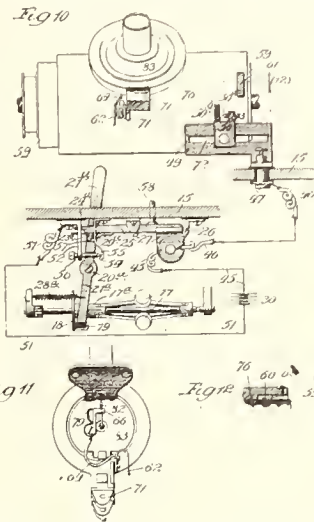


Figure 1 is a sectional view through the case of a disc machine with the cover of the case raised to show a plan view of the driving mechanism and my cut-off device; Fig. 2 is a sectional view on line (2) of Fig. 1, showing the disc and sound box above the case, but not showing any of the driving mechanism; Fig. 3 is a broken top plan view of a portion of the disc and sound box on line (3) of Fig. 2, showing the parts of the device applied to the disc and sound box; Figs. 4 and 5 are vertical sectional views on lines (4) and (5) of Fig. 1, respectively, showing de-

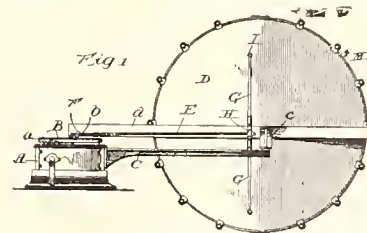
tails of the circuit closer and magnet; Fig. 6 is a detail showing the plate is secured to the disc, and an alternate means of contacting it with the driving shaft; Fig. 7 is a partly cross sectional view of the end of the driving shaft taken on line (7) of Fig. 2; Figs. 8 and 9 show a modification of the device; a top plan view of the arm which extends over the disc, and a cross section on line (9) of Fig. 8; Fig. 10 is a diagrammatic view partly in section through the case of a cylinder machine equipped with the device, and showing in elevation the cylinder and the parts



above the case; and Figs. 11 and 12 are detail views of the under side of the sound box and a portion of the cylinder (on line 12 of Fig. 10), respectively, showing the terminals carried by the two parts.

PHONOGRAPH, GRAMOPHONE AND OTHER SIMILAR SOUND REPRODUCING MACHINES. Frank F. Shanks, Chicago, Ill. Patent No. 822,024.

This invention relates to machines for reproducing sounds from records, and its particular



object is to provide means whereby sound waves energized by the instrument are transmitted therefrom and audibly delivered at a distance from the needle or tracker engaging the record to the hearer in clear ringing tones.

Heretofore it has generally been found very difficult and well nigh impossible to reproduce sounds from the machine in the precise manner and tone in which they were originally received

The following are some of the dealers handling the "Mira" Music Boxes:—

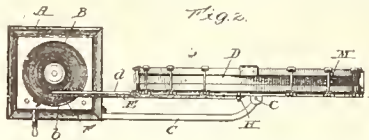
LYON & HEALY, Chicago, Ill.  
 SHERMAN, CLAY & CO., San Fran., Cal.  
 SHERMAN, CLAY & CO., Oakland, Cal.  
 SHERMAN, CLAY & CO., Seattle, Wash.  
 OLIVER DITSON CO., Boston, Mass.  
 J. E. DITSON & CO., Philadelphia, Pa.  
 C. H. DITSON & CO., New York.  
 JOHN WANAMAKER, New York.  
 JOHN WANAMAKER, Philadelphia, Pa.  
 MACKIE PIANO & ORGAN CO., Rochester, N. Y.  
 OENTON, COTTIER & DANIELS, Buffalo, N. Y.  
 S. HAMILTON, Pittsburg, Pa.  
 KRELL PIANO CO., Cincinnati, O.  
 CARLIN & LENOX, Indianapolis, Ind.  
 FINZER & HAMMEL, Louisville, Kentucky.  
 O. W. HOUCK PIANO CO., St. Louis, Mo.  
 A. ROSPE, Jr., Omaha, Neb.  
 S. KANN SONS & CO., Washington, D. C.

Write for Catalogue and Prices

**JACOT**  
**Music Box Co.**  
 39 Union Sq., New York

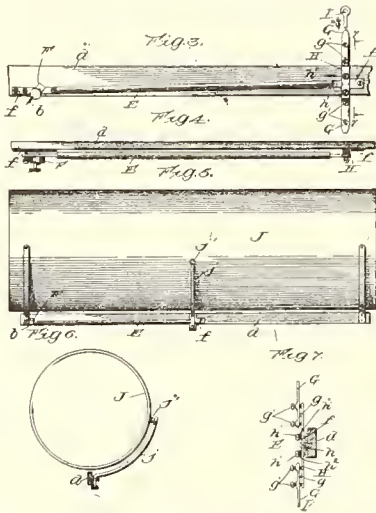


by the record. This was often caused by the vibrations of the sound waves passing through the metal horn or megaphone, and therefore the sound reproduced was "metallic" in tone and high notes or swells became harsh and rasping. These objectionable features have all been overcome by my improved means for the transmission to a point beyond the range of the immediate vibratory field of the needle or tracker and



the audible delivery of the transmitted sound waves after they have been projected upon a reproducing device. This is accomplished by the mechanism herein described and illustrated in the drawings.

In the drawings, Figure 1 is a side elevation of one form of the improved device, showing the



same in connection with a snare-drum and operating with a phonograph of the disc type. Fig. 2 is a top plan view of the same. Fig. 3 is a front elevation in detail of the sound wave transmission portion of my improvement. Fig. 4 is a top plan view of the same. Figs. 5 and 6 are front elevation and end views of a modified form of resonator used in connection with my improvement. Fig. 7 is a transverse vertical section taken on line 7-7, Fig. 3, looking in the direction indicated by the arrows and showing the maner of connecting and adjusting the vibrating arms.

#### VIM CO.'S NEW QUARTERS IN DES MOINES

(Special to The Talking Machine World.)

Des Moines, Ia., June 7, 1906.

The Vim Co., whose headquarters are in Chicago, Ill., and who are among the largest Edison jobbers have secured magnificent quarters in the five story Iliad Block, 808 Walnut street, this city, which is handsomely fitted up with private demonstrating rooms and every convenience for the proper display of their specialties. They will carry one of the largest stocks to be found in any establishment West of Chicago, and expect to build up a business of much larger proportions than ever before.

#### COMMENCEMENTS BY PHONOGRAPH.

Graduating "orations" from a phonograph, and without a pupil in the class, were the features of commencement exercises in the little red schoolhouse in Sell's Corners, Marion, O., last week. Roy E. Prettyman, the teacher, held the exercises in order to sue for his salary. He was hired for two months, but all the pupils quit after the first month. The Board of Education would not pay his salary, but he continued the work, and for several weeks has opened the school, rung the bell and waited for pupils who came not.

#### UNIVERSAL HORN CRANE IN DEMAND.

The Universal Horn Crane, which has quite recently been put on the market by the Ideal Fastener Co., of New York, has met with considerable success in the talking machine trade. Its excellent and novel features have caused a lot of favorable comments among the jobbers and dealers. The device for raising or lowering the

horn is attracting as much attention as the unique manner by which the crane is attached to the machine.

L. Silberstein, who has been identified with the talking machine business for many years, has taken charge of the business end, and so far is highly pleased with the results. The Ideal Fastener Co. will before long have another article upon the market, which they feel confident will cause a surprise in the talking machine trade in general.

#### HAWTHORNE & SHEBLE'S NEW FACTORY.

(Special to The Talking Machine World.)

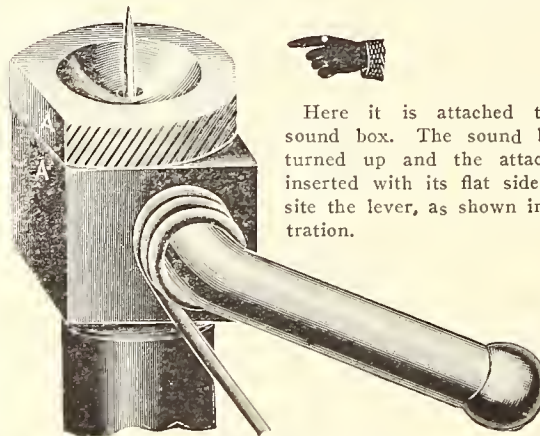
Philadelphia, Pa., June 10, 1906.

The Hawthorne & Sheble Mfg. Co. have now

moved their offices to their new factory, southwest corner Howard and Jefferson streets, where they have installed every modern convenience to assist them in handling their rapidly expanding business. The new factory consists of five floors, contains about 80,000 square feet, and is connected throughout with a private telephone exchange whereby each department is in close communication. A multitude of new machines have been installed, largely of their own design and construction, as they are preparing to double their present output of talking machine supplies. They report many of their patented horns and sundries as meeting with a phenomenal sale, and believe that their increased equipment will enable them to give prompt and efficient service to their trade.

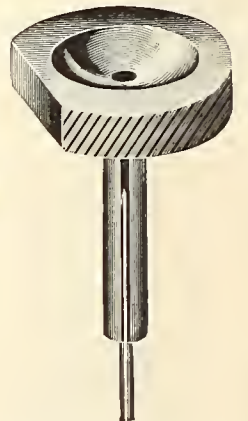
## YOU HAVE WAITED FOR THIS!

AN ATTACHMENT FOR HOLDING SOFTERTONE AND MEDIUM TONE NEEDLES IN THE NEW SPRING CLAMP NEEDLE ARM OF THE VICTOR EXHIBITION SOUND BOX



Here it is attached to the sound box. The sound box is turned up and the attachment inserted with its flat side opposite the lever, as shown in illustration.

Here is the Needle Clamp Attachment separate.



Without this attachment it is impossible to use softer and medium tone needles on the spring clamp needle arm. It is perfectly simple, easily attached, holds like a vise and is made in two sizes—for softertone and for Medium tone needles. Order as NEEDLE CLAMP ATTACHMENT and specify which needle is to be used.

Price, 25 cents each

Special prices to jobbers and dealers

**The Softertone Needle** is growing in popularity every day. The loud tone needle, of course, is a necessity to the dealer for selling machines, but it is often too loud for home use. When a customer takes a machine home he finds the softertone needle a great relief. Instead of tiring it perpetuates the use of the machine. This means record sales.

**It Costs Less** One Softertone needle will play six records. Less time is used in changing needles, and there is less wear on the records. A record will last three times as long when the softertone needle is used. We did not accept this fact until satisfied by numerous tests. You owe it to yourself to make a test if in doubt.

FOR SALE BY **LYON & HEALY, CHICAGO**



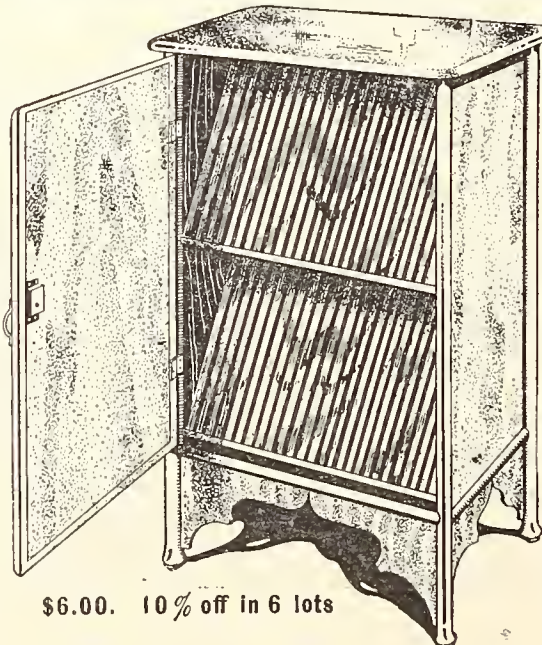
**Mr. Dealer:**

If you want always to get the goods, send your orders to a house of exclusive

**Victor Jobbers.**

**STANLEY & PEARSALL,**

541 Fifth Avenue, N. Y.



\$6.00. 10% off in 6 lots

**BETTINI PHONOGRAPH CO.**

LIMITED

THE MOST CENTRALLY LOCATED  
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Telephone, 3173 Chelsea.

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F. A. BAKER, 1080 Bedford Ave., Brooklyn.  
SOL LAZARUS, 1058 First Ave. and 1428 First Ave., New York City.  
J. J. DOYLE, 152 Montgomery St., Jersey City.  
WARNER & SETTANNI, 1372 Broadway, Brooklyn.  
F. G. LOEFFLER, 245 Bergenline Ave., Union Hill, N. J.; also 370 Central Ave., Jersey City, N. J.  
B. G. WARNER, 117 Court St., and 1213 Bedford Ave., Brooklyn.  
P. SETTANNI, 1836 Fulton St., Brooklyn.



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Are the largest Eastern Distributors of  
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Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

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Largest and Most Complete Stock of New Spring Contact Reproducer Graphophones and COLUMBIA Xp Gold Moulded Records in Central Pennsylvania.

ORDERS FILLED THE DAY RECEIVED.

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**Peter Bacigalupi,**

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## THE CABLE COMPANY

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Special attention given dealers in all lines.  
Complete Stock Disc and Cylinder.

**Columbia Graphophones**

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You will find it to your advantage to give

**A. C. HUFF,**  
BETHLEHEM, PA.

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**COLUMBIA LINE**

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PROMPT SERVICE ASSURED

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Largest Stock Columbia Cylinder Records  
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Prompt Shipments.

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Complete Stock Quick Service

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It's worth while knowing, we never  
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If it's in the catalog we've got it.

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**COLUMBIA JOBBERS**

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Graphophones, Records and Supplies.

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Largest and most complete stock of Talking Machines and  
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RECORDS and SUPPLIES.

Write for Catalogue.

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All Talking Machines  
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Kaiser's Illuminated Signs for Edison, Victor and  
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## COLUMBIA ORDERS

for the New CYLINDER GRAPHOPHONES,  
equipped with the New Spring Contact Reproducers and Columbia X P Records, executed  
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EXCLUSIVE **COLUMBIA JOBBERS**

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LARGE STOCK  
PROMPT SERVICE

Let us handle your March Record Order as a trial  
and you will quickly see who can best  
care for your wants.

## ROBT. R. SMALLFIELD, DAVENPORT, IOWA.

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Be sure and have your firm in the July list.



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Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

Most complete line of Talking Machines, Records and Supplies in the west. Orders filled promptly

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COMPLETE LINE

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**THEO. F. BENTEL CO.**

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Exclusive Pittsburg Distributors for

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Write us for quotations.

435-437 Wood Street, Pittsburg, Pa.

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SOL BLOOM BUILDING

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**VICTOR DISTRIBUTOR****EDISON JOBBERS**

All the Latest Novelties in Talking  
Machines, Attachments, Supplies, Etc.

**Portland Talking Machine Co.**

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Just Received - Complete Stocks

**COLUMBIA** DISC AND CYLINDER GRAPHOPHONES

Disc and Cylinder Records  
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**M. M. MARRIN & CO.**

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Exclusive Columbia Jobbers. Com-  
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All Orders Shipped Promptly

IF YOU'RE IN WESTERN MICHIGAN  
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**Victor Machines and Records****JULIUS A. J. FRIEDRICH**

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Our Motto: { Quick Service and a Saving  
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We can make Immediate Shipment of  
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Largest Stock in the South

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LARGEST JOBBERS

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**EVERY JOBBER** in this country should be repre-  
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RECORDS AND SUPPLIES.

We Never Substitute, We have the Goods and ship  
what you want promptly.

## MUNICIPAL CLUB VISITS ORANGE.

Inspects the Buildings of the National Phono-  
graph Co.—Dinner at the Hotel Martinique  
—Remarks by Messrs. Durand and Weber.

The members of the Municipal Club of Brook-  
lyn on May 26th visited the factory of the Na-  
tional Phonograph Co., at Orange, N. J., for the  
purpose of getting pointers on the construction  
of factory buildings of concrete, which is being  
used in building in connection with the addition  
to the big plant now under way at Orange.

General Superintendent Weber, of the Edison  
concern, piloted the club through the factory and  
showed how every man may enjoy a grand opera  
at his own fireside. They were shown how re-  
cords were made. Mr. Weber explained how the  
business was growing rapidly, and said that in  
spite of the fact that three thousand persons were  
employed in the factories, the company had  
orders for two million records that are waiting at-  
tention. Wm. McAndrews and Thomas P. Peters  
talked into one of the machines and later heard  
themselves speak. The members of the Club then  
visited the laboratory where Thomas A. Edison  
has perfected many of his great inventions, after  
which the big concrete factory, now being erected,  
was examined in detail.

The club then returned to New York and took  
dinner at the Hotel Martinique. A number of  
interesting addresses were made regarding the  
value of concrete as applied to factory building.

General Superintendent Weber made a few  
humorous remarks, saying that he never knew  
when to stop talking, and so he went into the  
talking machine business and let the machine do  
the talking.

Nelson C. Durand, of the National Phonograph  
Co., spoke on the commercial value of the phono-  
graph and drew comparisons between that sys-  
tem and shorthand. Mr. Durand told a story  
showing the early commercial instinct of Thomas  
A. Edison. When Mr. Edison was a newsboy on  
a train during the war, he discovered that papers  
sold well after a big battle.

When news came of one of the big battles, Mr.  
Edison went to the Detroit Free Press and got the  
editor to trust him for 1,000 papers. Then he  
went to the telegraph operator in the station and  
offered to "divvy" if the operator would send  
news ahead that a boy was coming along with the  
latest news of the battle. The operator was  
agreeable, the message went, and later Mr. Edi-  
son. First he sold the papers at 5 cents each, but  
before he reached the end of the line they were  
selling at \$1 each, and Mr. Edison and the op-  
erator pocketed a handsome sum.

To show the actual commercial advantages of  
the phonograph Mr. Durand had a letter dic-  
tated into a machine, and three minutes later a  
typewritten copy of the letter was read to the  
members.

The Bloomfield Phonograph Co., of Bloomfield,  
N. J., has been bought out by John B. Glennon.

## CONCERT BY TELEPHONE.

Successful Novelty Inaugurated by the Owner  
of a Talking Machine Up the State.

A talking machine concert by telephone was a  
novelty tried in a village up the state a short  
time ago with success. A lady had invited a  
number of friends to her house to hear some  
new records, and the evening proving very  
stormy, and but few present, she arranged with  
the central office to connect her with all of her  
friends that had 'phones in their houses. She  
then placed the receiver close to the horn, and  
the records on the machine. The result was  
very satisfactory, and those at the other end of  
the wires heard every sound as distinctly as if  
they had been in the room, minus the scratch,  
which was not noticeable. The experiment  
proved such a success that she intends repeating  
it in a short time, and will arrange to have  
friends at a distance enjoy the concert. It will  
be an idea for dealers who want patrons, who  
cannot conveniently come to their places of busi-  
ness, to hear the latest selections, and in that  
way take their orders by telephone.

Eduard R. Lankow, on the Edison talent staff,  
sailed for Europe May 9, where he has a five  
years' engagement to sing with the Dresden  
Opera Co. He is a close friend of the late A.  
Theo. E. Wangemann.



## With the Makers, Sellers and Users of Automatic Specialties

### THE MONTH'S HAPPENINGS

In the Automatic World—Business Good—The Roller Skating Craze—Films of San Francisco Disaster in Great Demand—Slot Parlors Increasing Hold on Public—Sheet Music Possibilities.

During the past month business in the automatic world has been very brisk, the demand for slot controlled devices having increased so rapidly that many of the largest manufacturers of these devices are hopelessly tied up. As one of the prominent members of this trade expressed it in a chat with *The World*: "Incomprehensible, as it seems, business is too good. Notwithstanding the fact that we have but recently enlarged our plants and increased our working capacity to double their size, we are forced to turn away a greater part of the new business which keeps coming in in order to at least make an effort to supply our old patrons. This, in some ways, is demoralizing to new investors, and in many instances will blast all hope of future business in their direction."

There seems to be a well defined craze for roller skating throughout the country, and the summer parks have recognized the revival. This should interest makers of automatic pianos and other devices, which properly find a place here. Any number of resorts have converted dancing pavilions into rinks, while others have erected special buildings for the accommodation of the skaters. The roller skating craze which has been sweeping over the country during the past year, has at last struck New York, and struck it right.

"It's an ill wind that blows nobody good," though to make this saying applicable to the terrible catastrophe at San Francisco seems scant short of sacrilege. However, commerce and sentiment, no matter how worthy, do not work together these days. Indeed, some of our American corporations are turning the disaster into a veritable mint, where money is being coined at a madcap pace. The moving picture concerns are reaping a wonderful harvest on their films taken during the earthquake. One company, since that memorable April 18, have been selling these pictures at the enormous rate of 20,000 feet a day, which up to the present time represents something like 270,000 feet, or over fifty miles of these films. Gigantic reproductions of the disaster are taking the place of the famous Johnstown flood shows at all the leading parks. And the business these attractions are doing goes far toward proving the incessant demand for the new and novel.

Notwithstanding the fact that Luna, Dreamland and other parks in and about Manhattan are in full swing, with their many and varied wonderful attractions, the arcades, or slot parlors, of New York lose little of their hold on the public. The parlor of to-day is scarcely to be compared with the earlier ventures in this line. We speak more particularly of the one on 14th street owned by the Automatic Vaudeville Co. as being without a doubt the most up to date and best appointed in this city. This place is no longer simply a parlor, but a veritable "Midway." One of the greatest attractions is the cascade stairway leading to what they term Crystal Hall. Here a continuous perfor-

mance goes on at an admission fee of ten cents. The stairway is built of glass, with colored electric lights set in beneath, between which and the upper glass dashes a continuous stream of water. The effect is very beautiful, and keeps the place packed continually.

Where it is practicable a regular shooting gallery makes a great feature for the automatic parlor. If a separate range for strictly target practice is possible so much the better. Prizes to be shot for by qualified shots adds zest to the thing, giving it a boost.

We wish to again call the attention of this trade to the great possibilities in a sheet music department for arcades. Without a doubt it is not only a great drawing card, but the profit derived is large in comparison to the small extra outlay of money. And apparently expense seems but a secondary consideration to our open-handed parlor men.

### HAS A CLOCK THAT TALKS.

Eastern Firm Will Show Novel Timepiece at Cincinnati Fall Festival.

(Special to *The Talking Machine World*.)

Cincinnati, O., June 6, 1906.

A clock that talks will be a novel exhibit at the Fall Festival.

An Eastern phonograph manufacturing concern has applied to the Fest authorities for space in Music Hall, a description of their booth accompanying the inquiry.

The concern has a clock which can be set like

## Some Progressive Makers of Automatic Specialties

### NEW SLOT MACHINES

Adjustable Dumb Bell Lifter, Gloomy Gus Strength Tester, Hat Puncher, Souvenir Postal Card Machine, Souvenir Postal Cards, Etc.

**AUTOMATIC NOVELTY COMPANY**  
145 E. 23d St., NEW YORK, N. Y.

Coin operating machines, the great money makers, are made in great variety by **ROTH & ENGELHARDT, Windsor Arcade, New York.**

(Further particulars on inside back cover page)

Talking machine dealers and arcades can make good money by handling the Regal line of coin operating machines.

**REGAL PIANO PLAYER CO., 891 Southern Boulevard, New York, N. Y.**

(See ad. on front cover page.)

Coin Operated Talking Machines  
Coin Operated Illustrated Song Machines  
Coin Operated Machines of all other types

**THE ROSENFELD MFG. CO.**

591 HUDSON STREET, N. Y. CITY

**American Mutoscope & Biograph Co.**  
11 E. FOURTEENTH ST., NEW YORK

**The Mutoscope** Oldest and Best Known Slot Machine

"The Backbone of the Automatic Parlor Business"  
Showing Moving Pictures in their Most Attractive Form

Special Hardened Black Cylinder

### B & R RECORDS

Talking or Vocal, best talent, Spencer, Murray, Collins, Harlan, Macdonough and others. Your Own Name on Announcement on the record, in 100 lots, 21c. each.

A fine chance for dealers to advertise themselves. We furnish all the Phono. Parlors in the U. S.  
**BURKE & ROUS, 334-336 Fifth Ave., Brooklyn, N. Y.**

Every Manufacturer in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the July list.

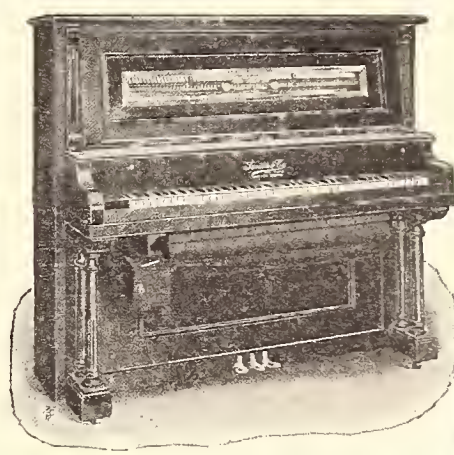
**Get Ready for Business!**

## THE NICKLIN COIN-OPERATED PIANO

Used in the best Cafes, Confectionery Stores, Arcades and Places of Amusement. Good territory still open.

WRITE TO

**NEOLA PIANO and PLAYER CO.**  
201 and 203 E. 49th St. NEW YORK



## THE PIANOVA COMPANY,

Manufacturers of

**44 AND 65 NOTE ELECTRIC PLAYERS**

with or without nickel in the slot attachment

**SECURE THE AGENCY NOW.**

**117-125 Cypress Avenue,**

**New York.**



an ordinary alarm timepiece and at the hour desired it will call out:  
"Get up, you sleepy-head, get up!"  
And in two or three minutes, unless the sleeper does as requested by the clock, it will repeat, in a voice like a foghorn.  
The hours on the clock are also talked off instead of being sounded on a gong.

SOME RECENT TRADE NEWS.

The American Mutoscope and Biograph Co., of this city, are having strenuous times. For the past month they have had so many new irons in the fire that there has been no rest for any one from president down to office boy. Their great deal with the Pathé Cinematograph Co., of Europe, whereby the entire stock of films of the Pathé Co. will be available for use on the mutoscope machines, has added a stack of new orders to their endless list. Their immense plant at Hoboken, N. J., is running full blast all through the week, including Sundays and at night in order to make shipments in anything like prompt order. Their offices and showrooms are located at 11 East 14th street. They are now occupying the whole building, and are fitting up in solid mahogany the large hall on the west of the front entrance. This, when completed, will be one of the handsomest showrooms in the country, as no expense is to be spared in its fittings. The mutoscope films of the San Francisco disaster have won high praise, and the rate these wonderful reproductions have been going proves how interested are the public who desire a more definite idea of the terrible catastrophe than that gained through printers' ink. The new Pacific Coast branch is located at 2623 West Pico street, Los Angeles, Cal., and is in charge of ex-Senator Otis M. Gove and A. H. Van Guysling, brother of G. E. Van Guysling, manager of the New York end. Several carloads of reels have been shipped, and a rental bureau opened where films may be obtained by Western operators.

The Rosenfield Manufacturing Co., 587 Hudson street, New York, are having difficulty in supplying the large demand for their famous illustrated song machines. These machines are ever increasing in popularity, and are now to be found in all the arcades and prominent places of amusement. They are making a specialty of the complete fitting up of slot parlors of all kinds. Their long experience in this business gives them a great amount of prestige with park managers. They have just completed a handsome place at the new Luna Park in Mexico City.

Roth & Engelhardt, manufacturers of the famous Peerless nickel-in-the-slot pianos, have just issued a handsome advertising card illustrating the gold medals awarded them at the three great expositions held in recent years, the Pan-American, held in Buffalo in 1901, the Louisiana Purchase Exposition at St. Louis in 1904, and the Lewis and Clark Exposition held in Portland in 1905. These medals are for excellence in the make of their Peerless and Harmonist piano players, and for their celebrated actions made at their great action factory at St. Johnsville, N. Y. They are now issuing a monthly catalogue of their perforated music rolls in the form of a postcard, with a return card, containing a blank list attached. Drop them a line.

The details of the new copyright bill, which appears in another part of this paper, will be of interest to arcade and parlor men, Sections 38 and 4966 being especially pertinent.

The Regal Piano Co., of 889 Southern Boulevard, New York, have been making several large shipments of their well-known automatic pianos to leading parlors and resorts. There is also a demand for their players. Among recent shipments were a carload to their dealer in Sacramento for distribution to the various points along the coast, but mainly to San Francisco,

where they will cheer up the unfortunates who have been rendered homeless and give pleasure to the workmen who will build new homes for them. Another very important shipment was a carload to a dealer at St. Johns, Newfoundland. These instruments have become very popular in that province, as well as in all Canadian seaports, and this enterprising firm are doing everything in their power to encourage dealers in that section to push them.

F. S. Zimmerman, the New York agent for the Caille Bros., Detroit, Mich., and general dealer in all slot-controlled devices, has some new and very attractive machines, which he is displaying at his showrooms, 5 East 14th street. Any person requiring anything in this line can get the latest and best information by dropping him a card to the above address.

The new automaton palm reader, invented by Marvin & Casler, of this city, may now be seen in most of the prominent arcades, and has proved a great money getter. There have been a number of serious delays in getting this machine on the market, owing to the condition of the metal market and the scarcity of skilled labor. On account of the large list of accumulated orders there may be some delays for a time in making shipments.

LATEST REGAL MUSIC.

For 65 Note Automatic Nickel-in-the-Slot Piano.

- 6032 You're as Welcome as the Flowers in May..... Wise Gazabo—Two Step ..... Nobody ..... Get Busy—Characteristic March and Two Step.. Moon Dear ..... 6033 Bride's Dream ..... Milo—A Romance of Turkey..... Rag Time Sapho—Waltz..... Razzazza Mazzazza—An extravaganza..... Silverheels—Indian Intermezzo Two Step..... 6034 When the Sunset Turns the Ocean's Blue to Gold.. Wiener Type—Polka ..... Maple Leaf Rag ..... If a Girl Like You Loved a Boy Like Me..... College Life—March and Two Step..... 6035 Dainty Butterfly—Intermezzo caractéristique.... Spoontime ..... Happy Heinie—March and Two Step..... You and the Girl You Love..... Hustling Pete—March and Two Step..... 6036 Mystic Moonlight ..... Mazie ..... You're a Grand Old Rag ("George Washington, Jr.") ..... Hinky Dink—March and Two Step..... Little Chauffeur ..... 6037 Black Smoke—Characteristic Two Step..... Queen of My Dreams..... Don't Be What You Ain't..... My Syncopated Gypsy Maid..... I Like Your Way .....

For 44 Note Regal Automatic Piano.

- 1119 My Lovin' Henry..... Sherman Paul Revere's Ride—Two Step..... Paul Jolly Elks Patrol..... Frey Missouri Mag's Chromatic Rag..... Fariss Feather Queen—Two Step..... McKinley The Moon Has His Eyes on You..... Von Tilzer Crimson March ..... Baggett On the Rocky Road to Dublin..... Ephraim My Syncopated Gypsy Maid—Rag..... Levy Captain Cupid ..... Bratton 1121 Where the Lily Bells Grow—Schottische... Sawyer Pompeian Rose—Waltz..... Oberdorfer Twentieth Century—Lancers..... Smith Honolulu Pranks—Two Step ..... Sikes 1122 Robinson Crusoe's Isle..... Burt I've Got to Dance Until the Band Gits Through (Bill Simmons) ..... Spink Flying Arrow ..... Holtzman In a Hammock Built for Two..... Von Tilzer Belinda March ..... Stone 1123 Free Lance March ..... Sousa Whistler and His Dog..... Pryor Wait Till the Sun Shines, Nellie..... Von Tilzer My House Boat Beau..... Bowers Madrid Waltzes ..... Granado 1124 Rastus Johnson U. S. A.—Rag..... Vaughn Nobody—Two Step ..... Williams Why Don't You Try ..... Bratton Lily White ..... Bratton How Would You Like to Change from Miss to Mrs.? ..... A. Von Tilzer

SUPPLEMENTARY LIST OF "NICKLIN" MUSIC.

- 10001 Boys in Brown..... Slippery Day ..... My Irish Molly O..... College Life ..... 10002 In Dear Old Georgia..... Sweetheart of Boyhood Days..... Have You Seen My Henry Brown?..... Starlight ..... 10003 Two Little Girls Loved One Little Boy..... Little Moonshine ..... Sympathy ..... Same Old Moon ..... 10004 Central, Give Me Back My Dime..... I Love You All the Time..... Game of Love..... The Troubadour .....

- 10005 Little Girl, You'll Do..... Wait Till the Sun Shines, Nellie..... 'Cause I Like You..... I'm Lonesome for You..... 10006 Bohemian Knights ..... Dew Drops ..... Farewell, Sweetheart May..... Under the Harvest Moon..... 10007 Back to Life..... Twinkling Stars ..... Moonlight ..... Just My Style ..... 10008 What You Goin' to Do When the Rent Comes Round? ..... Silverheels ..... My Illinois ..... Little Yellow Bird..... 10009 Chicken Chowder ..... Back to Life ..... Can't You See I'm Lonely?..... Sister ..... 10010 Cotton Picker's Rag..... Maple Leaf ..... Piccadilly Rumpus ..... Peaceful Henry ..... 10011 Napoli—Lillian Russell's Song Hit..... My Irish Maid..... You're a Grand Old Rag..... Hannah Dooley ..... 10012 Priscilla ..... Somebody's Sweetheart I Want to Be..... I'm Waiting for Yee, Josie..... The Gingerbread Cadets—March..... 10013 If a Girl Like You Loved a Boy Like Me..... Oh, Those Eyes—Loveland ..... Everybody Works but Father..... Happy Heinie ..... 10014 Love's Reverie Waltzes ..... You're a Grand Old Rag..... Hannah Dooley ..... Hall of Fame—March..... 10015 Moving Day ..... Hall of Fame—March..... The Girl of the Golden West..... Danny Tucker ..... Nordica Schottische .....

Music by telephone for 50 cents a month will be furnished subscribers of the Martin telephone system of Webster City, Iowa. A high-grade phonograph will be installed in the central exchange with a device for transmitting the music to anyone who will pay the trifling sum of half a dollar per month.

The manufacturers of the new H. & S. sound box, report large sales on this attractive article; in fact, the sales so far have been far in advance of their facilities to manufacture, and with a firm conviction that this sound box has come to stay they are preparing to largely increase their output.



Largest and Oldest Talking Machine Journal in Europe

SAMPLE COPY FREE SEVENTH YEAR PUBLISHED WEEKLY Subscription: per annum 8 Mark PUBLISHER GEORGE ROTHGIESSER BERLIN W. 30

John Bull's Message to Uncle Sam GOOD LUCK TO YOU, BOYS!

I want to call your attention to "THE TALKING MACHINE NEWS," which circulates throughout the whole of the British Islands, and goes all over the world besides. Contains all about everything relating to talking machines, and is invaluable to manufacturer, jobber and dealer alike. "The Talking Machine News" is published on the 1st and 15th of each month during January, February, March, October, November and December, and on the first of each month during April, May, June, July and September. Annual subscription, one dollar and ten cents. Specimen copy free on request.

The Publisher, 1 Mitre Court, Fleet Street, LONDON, ENGLAND, E. C.



# A CONVINCING ARGUMENT WHY THE PEERLESS COIN-OPERATED PIANOS ARE LEADERS.

Do you know that the PEERLESS COIN-OPERATED PIANOS are used in Cuba, South America, Australia and Africa, on the Gold Coast in the furthest confines of Alaska and the Klondike, and many more of the uttermost corners of the Earth.

**There's a Reason:** The PEERLESS is the easiest to sell and it stays sold. The live and up-to-date Dealer should consider the PEERLESS, as it will mean quick profits to him in the end.

SOME GOOD  
TERRITORY  
STILL OPEN.

SLOT MACHINES PLACED  
ON PERCENTAGE  
OR RENTED

ALL KINDS OF REPAIR WORK  
PROMPTLY ATTENDED TO  
TELEPHONE MAIN 4162 J1

N. W. AGENTS FOR REGINA  
MUSIC BOXES

JNO. J. NELSON

JAMES E. NELSON

THE NIMBLE NICKEL BEATS THE SLOW DOLLAR

*The*  
**National Novelty Company**

(INCORPORATED)

DEALERS IN

**ALL KINDS OF SLOT MACHINES**

WHOLESALE AND RETAIL

100-2-4-6 Second St. S.

MINNEAPOLIS, MINN.

Peerless Piano-player Co.,

New York, N. Y.

Gentlemen:-

It gives us pleasure to state, that we have sold a great many of "STYLE" #44 Nickel-in-the-slot Automatic Peerless Pianos, and they have given the very best of satisfaction to our customers.

Our customers state that they have never made an investment that has brought the same returns and most of them have had experience with other nickel-in-the-slot Pianos, as well as other nickel-in-the-slot Music-boxes.

Yours truly,

NATIONAL NOVELTY CO.,  
E. Zimmerman, Pres. & Treas.

**NELSON BROS. CAFE,**

1001 GRAVIER ST., COR. DRYADES ST.,

NEW ORLEANS, LA.

*Hyman L. Zimmerman & Co. Jan 31, 1906*

Gentlemen

We have one of your Peerless Electric Pianos in operation in our Picture Arcade & also in our Saloon, the one in the Saloon has been in operation for eight months we kept it playing constantly from 8 am to 10 pm every day during this period, without once getting out of order, and we firmly believe that the Peerless Piano has no equal.

The one we have in our Saloon is a money getter and a great drawing card for the Bar

Very Respectfully Yours  
Jno J & Jas O Nelson

MORRIS ROSENBAUM

"We Never Sleep."

SID J. FRIEDMAN

*Friedman & Rosenbaum,*  
**BAR AND CAFE,**

BOTH TELEPHONES 9.

14 UNION STREET.

Memphis, Tenn., Jan. 25th, 1904.

Peerless Piano Player Co.,

2 East 47th St.,

N. Y.

Gentlemen:-

In reference to our PEERLESS ELECTRIC PNEUMATIC PIANO, which was the first in Memphis, we are glad to advise that we are more than pleased with it. We do not see how there could be a better COIN OPERATED PIANO than this one has proved to be.

The PEERLESS was installed in our place on Sept. 16th, '03, and up to this date, a period of four months and fifteen days, it has earned \$490.15, or an average of \$108.92 per month. In addition, it has materially increased our sales by making our place more attractive to our patrons.

Among its many points of merit are-- beautiful quality of tone and durability. Our PIANO has not required any tuning, and it has not cost us a cent for repairs.

Very truly,

*Friedman & Rosenbaum*

HIGHEST AWARDS—Gold Medals.

Buffalo 1901.

St. Louis 1904.

Portland 1905.

**ROTH & ENGELHARDT,**

OFFICES: WINDSOR ARCADE, FIFTH AVENUE, NEW YORK.

F. TREON.

J. MILLER.

**Penny Arcade Amusement Parlor.**

Dealers in

**AMUSEMENT SLOT MACHINES**

of Every Description.

Agents for the PEERLESS AUTOMATIC PIANO PLAYER.

205 LACKAWANNA AVENUE.

Scranton, Pa., Feb. 1, 1904.

Peerless Piano Player Co.,

Roth & Engelhardt, Prop.,

#2 E. 47th St.

New York.

Gentlemen:-

About one year ago we purchased one of your Peerless Nickel in the slot pianos for use in our Penny Arcade. This instrument has been running steadily every day except Sunday from nine o'clock in the morning until ten o'clock at night, a steady run of thirteen hours each day, and it is as good now as when we purchased it. It requires only a few minutes attention each day and we freely give you this endorsement because we consider it positively the best Automatic Piano both Structurally and musically that has ever been produced.

Wishing you success, we are,

Yours truly,  
Treon & Miller.

*J. B. Miller*

(Props. Peerless Piano Player Co.)

FACTORIES: ST. JOHNSVILLE, N. Y.



# Seasonable Edison Advertising



A PORCH CONCERT WITH THE  
EDISON PHONOGRAPH

(The June Ad.)

The cut shown on this page is the illustration used in our advertisement for this month in the leading periodicals throughout the United States. It contains a suggestion that the public will appreciate. The public's appreciation of Edison goods means business and prosperity for Edison Dealers, and the proof that they are prospering lies in the fact that our factories are working at full capacity both day and night to keep dealers supplied. We help our dealers by advertising extensively, referring inquiries to them and strictly maintaining prices.

Write to us to-day, and we will gladly tell you how to become an Edison Dealer.

## National Phonograph Co.,

59 LAKESIDE AVE.  
ORANGE, N. J.

New York Office, 31 Union Square.

FOLLOWING ARE THE JOBBERS IN EDISON GOODS IN THE UNITED STATES AND CANADA.

Albany, N. Y.—Finch & Hahn.  
Allegheny, Pa.—Henry Braun.  
Allentown, Pa.—G. C. Aschbach.  
Astoria, N. Y.—John Rose.  
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.  
Baltimore—E. F. Droop & Sons Co.  
Bangor, Me.—S. L. Crosby Co.  
Birmingham, Ala.—The Talking Machine Co.  
Boston—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Sptg. Gds. Co., C. E. Osgood Co., Read & Read.  
Brooklyn—A. D. Matthews' Sons.  
Buffalo—Robert L. Loud.  
Burlington, Vt.—American Phono. Co.  
Canton, O.—Klein & Heffelman Co.  
Chicago—The Cable Co., James I. Lyons, The Vin. Co., Montgomery Ward & Co., Rudolph Wurlitzer Co., Babson Bros., Lyon & Healy.  
Cincinnati—Hsen & Co., Rudolph Wurlitzer Co.  
Cleveland—Eclipse Musical Co.  
Denver—Denver Dry Goods Co., Hext Music Co.  
Des Moines, Ia.—The Vim Co., Hopkins Bros. Co.  
Detroit—American Phono. Co., Grinnell Bros.  
Easton, Pa.—William Werner.

Elmira, N. Y.—Elmira Arms Co.  
El Paso, Tex.—W. G. Walz Co.  
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.  
Fort Dodge, Iowa—Early Music House.  
Fort Worth, Texas—Cummings, Shepherd & Co.  
Gloverville, N. Y.—American Phono. Co.  
Harrisburg—S. K. Hamburger.  
Helena, Mont.—Frank Buser.  
Houston—Texas Phono. Co.  
Hoboken, N. J.—Eclipse Phonograph Co.  
Indianapolis—Indiana Phono. Co., Kipp-Link Phono. Co., A. B. Wahl Co.  
Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co.  
Kingston, N. Y.—Forsyth & Davis.  
Knoxville—Knoxville Typewriter and Phono. Co.  
Lafayette, Ind.—A. B. Wahl Co.  
Lincoln, Neb.—H. E. Sidles Cycle Co.  
Louisville—C. A. Ray.  
Lowell, Mass.—Thos. Wardell.  
Memphis—F. M. Atwood, O. K. Houck Piano Co.  
Milwaukee—McGreal Bros.  
Minneapolis—Thomas C. Hough, Minnesota Phono. Co.  
Mobile, Ala.—W. H. Reynolds.  
Montgomery, Ala.—R. L. Penick.  
Nashville—O. K. Houck Piano Co., Nashville Talk. Mach. Co., Magruder & Co.  
Newark, N. J.—A. O. Petit, Douglas Phono. Co.  
Newark, O.—Ball-Fintze Co.

New Bedford, Mass.—Household Furnishing Co.  
Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood Co.  
New Haven—Pardee-Ellenberger Co.  
New York City—Bettini Phonograph Co., Blackman Talking Machine Co., J. F. Blackman & Son, Sol Bloom, I. Davega, Jr., S. B. Davega, Douglas Phonograph Co., H. S. Gordon, Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker, Alfred Weiss.  
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.  
Ogden, Utah—Proudfit Sporting Goods Co.  
Omaha—Omaha Bicycle Co., Neb. Cycle Co.  
Oswego, N. Y.—Frank E. Bolway.  
Paterson, N. J.—James K. O'Dea.  
Pawtucket—Pawtucket Furniture Co.  
Peoria, Ill.—Peoria Phonograph Co.  
Philadelphia—C. J. Heppe & Son, Lit Bros., Penn. Phonograph Co., John Wanamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.  
Pittsburg—Theo. F. Bentel Co., Inc., H. Kleber & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Powers & Henry Co.  
Portland, Me.—W. H. Ross & Son.  
Portland, Ore.—Graves & Co.  
Quincy, Ill.—Quincy Phonograph Co.

Reading, Pa.—Reading Phonograph Co.  
Richmond—Magruder & Co.  
Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.  
Salt Lake City—Clayton Music Co.  
San Antonio, Tex.—H. C. Kees Optical Co.  
San Francisco—Peter Bacigalupi & Sons.  
Savannah, Ga.—George R. Youmans.  
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.  
Scranton—Ackerman & Co., Technical Supply Co.  
Seattle, Wash.—D. S. Johnston Co.  
Sharon, Pa.—W. C. De Forcest & Son.  
Spokane, Wash.—Spokane Phono. Co.  
Springfield, Mass.—Flint & Brickett Co.  
St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T. M. Co., Inc.  
St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Minnesota Phono. Co.  
Syracuse—W. D. Andrews.  
Toledo—Hayes Music Co.  
Toronto—R. S. Williams & Sons Co., Ltd.  
Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.  
Troy, N. Y.—Finch & Hahn.  
Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.  
Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.  
Waycross, Ga.—Geo. R. Youmans.  
Williamsport, Pa.—W. A. Myers.  
Winnipeg—R. S. Williams & Sons Co., Ltd.  
Worcester, Mass.—Iver Johnson Sporting Goods Co.



# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, July 15, 1906.

THE PIONEER MANUFACTURERS OF  
**AMPLIFYING HORNS AND HORN CRANES.**



**THE TEA TRAY COMPANY OF NEWARK, N. J.**



No. 200. Clamp Horn Crane  
PATENTED

Feb. 2, 1904  
March 20, 1906

June 21, 1904  
May 15, 1906

Others pending.





# Take a Talking Machine



AND A GOOD ASSORTMENT OF

# AMERICAN RECORDS

With you on your Summer  
Vacation Outing

## INDIAN RECORDS

AMUSE AND AFFORD  
PLEASURE TO OLD AND YOUNG



Our Bulletin of Records,  
made Specially for  
Summer out-door  
use, now ready

**“INDIAN RECORDS”**

are loud, clear, and the assortment is large

# AMERICAN RECORD COMPANY



**Hawthorne, Sheble & Prescott**

(SALES MANAGERS)

**SPRINGFIELD, MASS.**





# The Talking Machine World

Vol. 2. No. 7.

New York, July 15, 1906.

Price Ten Cents

## VAST SUMS FOR RECORD MAKERS.

One Concern Spends \$100,000 a Year for Instrumental and Vocal Masterpieces—Better Incomes Than Are Made in Vaudeville and Appeal to Large Audiences the World Over.

The presiding genius of one of the record laboratories found time the other day to chat about the "mysteries" of the craft, or art, whatever you please to call it, and actually startled the "knight of the quill" by stating that his house pays about \$100,000 a year, or \$2,000 a week, to singers and instrumentalists who make records for them. These artists range from grand opera celebrities, who won't sing for less than a thousand or so, to men and women who get \$2 a song. He said further:

"We paid Edouard De Reszke an even \$1,000 for three songs, which consumed about half an hour of his time, including waits while fresh records were being put on the machine. Another well-known lady, a member of the Grand Opera House Co., got \$3,000 for three songs. The \$2 a song which we pay comparatively unknown artists may seem a small stipend, but it isn't, because most of our people sing fifteen or twenty times during the day, and we make use of them right along.

"Salaries are now paid to the majority, including three bands for different kinds of music, a couple of quartets and a number of vocal and instrumental soloists, to say nothing of two accompanists and two announcers. Most of these make more money than they would in vaudeville. Almost all of them have been on the stage and have given it up for steady work with us.

"Singers and players are growing wise to the fact that making talking machine records is a good thing for them financially, and the result is that we are besieged with applications for engagements.

"Most of these people are inclined to be rather superior in manner when they make us their first kind offers of assistance. They have an air of feeling that it is rather beneath them to sing into a mere horn—that the work is dead easy.

"This is where they are away off. The horn may be unresponsive. It doesn't applaud, but it knows what it wants and won't do its part unless it gets it.

"Because it is so hard to obtain the right kind of voices for the horn, and because we have to keep up to Broadway with new songs, as well as to make fresh records of old ones, we are looking for good singers all the time, and give almost everybody who comes in a chance to show what he or she can do.

"About one in twenty-five of those who try comes anywhere near filling the bill. We expect the singer to give his song with much distinctness and strength, and to get in the expression without too much variation in tone. He has to be very careful in his words, because the little needle that is putting it all down is more sensitive than the average ear, and has a cold-blooded way of exaggerating a singer's faults.

"Then there is more or less gymnastic work connected with singing to the machine. For notes that are soft and low you must thrust your head into the receiver, and must draw it out again just as rapidly or as slowly as you increase the volume of sound. In a piece that has sudden changes the singer's head keeps bobbing back and forth all the time. To be a good 'talker' specialist you must be able to vary the distance of your voice from the receiver in exact accordance with the sound. If a soprano is singing, for example, she must put her head as far as it will go into the horn when she's on her very low notes, and when she soars to the heights she must draw quickly back and sing straight to the ceiling. If she doesn't, the machine will transform Mary Jane's top notes into a grating shriek.

"The knowledge of how to do these things comes only from experience. We don't expect to hear at a first trial a voice that is just right for the machine. We listen merely to find out whether it contains material that will make it suitable for the machine.

"Some of the people whose trials show that they would be utterly useless to us have had more or less success on the stage. These are the ones who do not depend upon their voices alone for the success with audiences. The machine, of course, is not susceptible to a romantic appearance or a winning smile. It is the voice alone that it records on the wax, and this is where some of our most confident applicants for engagements fall down.

"On the other hand, a singer who has failed on the stage not infrequently makes a big success with us. His looks or manner hasn't appealed to people out in front. He lacks the magnetism necessary to make the house warm up to him, but the voice is there, and that is what we are after. Numerous singers of this kind have been saved from poverty and despair by talking machine work.

"The opportunities in this special field are greater for men than for women. The male voice is much the more satisfactory, being stronger and steadier. The machines have not yet been sufficiently perfected to record the delicate shades and wide range of the voice of the woman singer. On our staff the proportion of men to women is about ten to one.

"Few of our musicians are in love with talking machine work. While they like the good money they get for it, most of them complain about the uninspiring nature of the work itself. The point is that they miss the applause of the crowd. But the songs reach a great audience.

"A friend told me that last summer out in the wilds of New Mexico, apparently a long way from civilization, he heard the moving strains of the 'Holy City,' and of ballads popular on Broadway issuing from a wigwam in an Indian settlement. The chief was entertaining a company of braves and squaws with a talking machine.

"In addition to its pleasure giving activity, the talking machine is becoming more and more of a factor in serious matters. Machines were used as substitute spellbinders on wagons in our municipal campaign last fall, and we are preparing to have a lot of them play the part of political gatling guns and pour hot shot into the ranks of the enemy in the coming fight for the presidency.

"Another plan which we are beginning to put into operation is one to get records of the voices of all the famous men of the country. In a year from now we expect to have a big list. The best of these records will be preserved on specially prepared metal molds, which will remain in good shape for centuries. It would be interesting if we of the present day could listen to the voices of Shakespeare and other great ones of the past, wouldn't it? Well, we are just beginning systematically to provide for the handing down of the voices of our celebrities to our remote descendants. We feel that it will be work worth while."

## "TALKER" CONCERTS IN THE PARKS.

(Special to The Talking Machine World.)

Cincinnati, O., July 2, 1906.

Graphophone concerts will be given in the down town parks during the summer months. The agent of a machine said to be too large for use except in the open air, made application to the Board of Public Service recently to give concerts in small down town parks during the evenings without cost to the city. The request was referred to Director Bender, who gladly gave permission.

## THE VALUE OF SNAPPY PUBLICITY.

How the Talking Machine Dealer Might Extend His Business by Well-Written Advertisements Properly Placed.

Scanning carefully the sign-covered sides of the trolley cars which carry me to and from the office, I have often marveled at the skill displayed by the advertisers, and asked myself this question: "Would not an attractive jingle or illustration in honor of the many 'graphs or 'phones which make up the talking machine world, if inserted in a local paper, do as much for the great industry they represent as the street car advertisements do for the thousands of successful enterprises which are exploited in that manner?"

This method of booming one's business is rather expensive, 'tis true, but I sincerely believe it is more conducive to quick returns than others for this reason: People reading their evening paper or magazine naturally turn their gaze in the direction of the advertisements because of the good reading they know they will find there. They appreciate the change from dull prose to the quick, snappy jingle or witty paragraph of the "Adv. Column." It is after the paper has been consumed, literally stripped of news, that the advertisement gets in its work. For instance, we will suppose we have just digested an editorial on the ice question, and our brain is full of figures and hard things we would like to do and say to the ice trust. We are about to throw down the paper in disgust, when our eye catches this jingle:

Did you ever come home tired:  
"Down and out" from office grind,  
Longing for some slight diversion  
To patch up your shattered mind;  
Something that would soothe and rest you.  
Smooth your frown into a laugh?  
This is the best way to do it:  
Buy from Jones a phonograph.

We read it again and again until it clings to the crevices of our mind and we determine to investigate the machine that has the power to turn sorrow to gladness and languor to hilarity.

The result is that while down town next day we purchase one of the numerous 'phones or 'graphs above mentioned, and are happy ever afterward.

*Envoi.*—Advertising of the right kind, even to the small dealer, can safely be considered a good investment, inasmuch as results are sure to materialize eventually. HOWARD T. MIDDLETON.

## TO MAKE INDESTRUCTIBLE RECORDS.

The Indestructible Phonographic Record Co. was recently incorporated with the secretary of state of Maine for the purpose of making and dealing in phonograph records; capital, \$1,000,000. President and treasurer, I. L. Fairbanks; clerk, L. A. Burleigh, Augusta, Me.

## "TALKER" BETTER THAN ORCHESTRA.

When Miss Edith Perry, of Oregon, Wayne County, Pa., and Charles Treat, of Carbondale, were married last week at the home of the bride's parents, the strains of the wedding march from "Lohengrin" issued from a clump of evergreens in a corner of the room. It was played by a talking machine, and it was so effectively rendered as to excite the highest compliments from the fashionable assemblage. It was better than many orchestras.

The Cable Company, Chicago; the Proudfit Sporting Goods Co., Ogden, Utah, and the Clayton Music Co., Salt Lake City, have been added to the list of Edison jobbers.



# Majestic Self-Playing Piano

*The Pneumatic Coin-operated Piano without a fault. The best Spring and Summer Proposition a Dealer can take hold of*



View of Majestic Pneumatic Self-Playing Piano closed, showing its neat and artistic appearance. It sets close to the wall and all working parts are inside—away from meddlers. The special endless music roll is used and repeats itself automatically at the end of the program. This style is also playable by hand.

## THE SEASON of the MAJESTIC IS NOW!

You are looking around for a big seller that will yield a nice profit and keep things moving. Here it is. Pianos in public places often take in \$5.00 to \$10.00 a day.

## THE MAJESTIC SELLS ON SIGHT

to Cafes, Hotels, Restaurants, Soda Fountains, Skating Rinks, and Amusement Parks and Resorts of all kinds, because they all appreciate its value as

## A WONDERFUL MONEY MAKER

Their customers pay for it. The returns are usually far more than is needed to

meet their payments on the instrument. This means satisfaction all around. To illustrate its value to the Cafe, etc.—if the Majestic played only 10 times in 24 hours the Cafe would still be making 36 per cent. on the investment. One of our dealers last season

## SOLD EIGHT MAJESTICS IN ONE MONTH!

another seven—and so it goes. An unique feature of the Majestic is the ability to start it playing from any table in a resort by simply dropping a nickel in the slot at that point. The Majestic has a great many other exclusive features which make it by long odds the best Automatic Piano on the market. These are fully described in our catalogue, which will be furnished on application.

## SPECIAL OFFER OF EXCLUSIVE AGENCY

to those who take up the matter at once. Tear off the coupon in the lower corner and mail it to us to-day for full particulars. Address Dept. D



View of Majestic Jr. closed and ready for use. This is the smaller size 44-note player without keyboard, and is a perfect model of simplicity. It also uses the endless music roll, and is not affected by climatic changes.

*Lyon & Healy*

Chicago

LYON & HEALY: (Dept. D)  
You may send catalog and full particulars of your special offer of exclusive agency for the MAJESTIC SELF-PLAYING PIANO.

Name.....

City.....

State.....



## TALKING MACHINE AND ART.

**John Philip Sousa Pays Great Tribute to the Talking Machine and Its Position in the Musical World, Although He Didn't Mean To Do So.**

That is a most interesting suggestion which John Philip Sousa made at the recent copyright hearing in connection with the increasing use of phonograph and kindred machines, through which the productions of masters are brought to the people at comparatively small prices. The machines have been so perfected that at little outlay one may sit at home and hear a good programme in which standard operas and oratorios are drawn upon as well as the current popular plays and the lively selections of some famous band leader. The familiar old songs, long cherished in our literature, may be heard as sung by good singers, and, with an occasional bit of recitation or monologue, an hour may be spent in an enjoyable manner.

Mr. Sousa's principal interest is connected with what he believes is an infringement upon his rights as a composer. He says that in every catalogue of such machines and their supplies he is able to pick out anywhere from twenty to one hundred of his own compositions, for which, however, he received nothing in the way of royalty. This is an interesting problem, it is true. The band music can be purchased at regular rates from music houses. A band having paid the ordinary fee of 50 cents for a selection, or a larger amount for longer compositions, is at liberty to play these pieces anywhere, in the park stand with thousands listening, on an excursion boat, or even in concert where an admission fee is charged. The rights of the composer apparently cease when he sells his productions to the publisher. The talking machine is only another form of reproduction, and, if Mr. Sousa finds a hundred of his compositions catalogued he probably will have to accept the situation as one of the penalties of fame.

But, aside from this commercial question, Mr. Sousa makes another contention. People are getting to be so well satisfied with the machines that they are ceasing to sing themselves. The result is that the human voice is no longer heard as it once was, and the Cassandra-like prophecy of the bandmaster is that the vocal chords by reason of this disuse may become useless. It is doubtless if there is so much in this, properly remarks the Chicago Tribune, as in the other statement that, because of the popularity of the machines, there is a marked falling off in the sale of the banjo, the guitar and the mandolin. This seems natural. Many an individual has taken up one of these instruments with the purpose of meeting his need for music. Conscious of his failure to gain proficiency he has been glad enough to turn to the finished machine with its accurate reproduction for the enjoyment and comfort which his own feeble efforts have failed to give him. In like manner another, without even purchasing a mandolin, guitar or banjo, has found in the phonograph or the talking machine just what he needs to satisfy his desire for a little music now and then.

## A RATHER NOVEL SUIT IN DOVER.

(Special to The Talking Machine World.)

Canal Dover, O., June 30, 1906.

The Home Telephone Co. has been granted a temporary injunction preventing James Millin, proprietor of a moving picture show, from operating a large phonograph in front of the entrance of his place of business. The company claims that its operators are unable to give

## LATEST NOVELTIES

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small Phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled. Factors should write for sample and wholesale prices, to

G. W. CORDOCK & CO.

High Street, Scunthorpe, Lincs, England.

proper attention to their work on account of the music, and the service is otherwise affected. A suit for damages to the extent of \$1,000 has been filed by the telephone company.

## "TALKERS" FOR SUMMER.

**Big Call for Records for Dancing—Owners of Yachts Very Partial to the Talking Machine—Dealers Should Devote Attention to This Phase of Summer Trade.**

There has been an unusually brisk summer trade for talking machine records, according to the reports of most of the large retail dealers in the city. For the most part, orders have been for from one to five dozen lots, and were to be packed for out of town shipments. In many cases these assortments are composed mainly of dance music, intended to take the place of the so-called orchestras for barn and similar dances. Yacht owners now regard talking machines as a very necessary part of their equipment, and they have been very heavy purchasers of records, mostly vocal. Country dealers will find it profitable to look after the boarders who possess talking machines, and arrange to supply them with the latest records, and save them expressage. There has also been a big demand for the cases in which to carry records and talking machines.

## HELPS TO SPREAD CIVILIZATION.

**Other Uses for the Talking Machines Than as an Entertainer—Fills Many Important Roles in a National Way.**

That the talking machine has been an active agent in the spread of civilization, in assisting exploration and in substituting peace for war, is shown by its history.

Col. Colin Harding, the English explorer of the wilds of central Africa, had many difficulties smoothed from his way by this instrument. Part of his projected journey through Barotseland and about the headwaters of the mighty Zambesi

river lay through a wild country peopled by blacks, who objected to the passage of a white man's expedition.

King Lewanika, of that country, approved of the expedition, but the difficulty was to transmit his wishes to the thousands of his subjects in the remote corners of his dominions.

The phonograph was brought into requisition. The Barotse sovereign uttered his commands into the instrument, and in this way records were obtained in which the monarch exhorted all his subjects to assist Col. Harding in every way.

Armed with these records, the explorer set out upon his hazardous journey. As he penetrated into the country, the native chiefs displayed unmistakable signs of hostility. On such occasions, the colonel simply set the talking machine in action, and the unsophisticated natives were almost prostrated by terror when they heard the tones of their august monarch proceed from what they termed the "speaking iron."

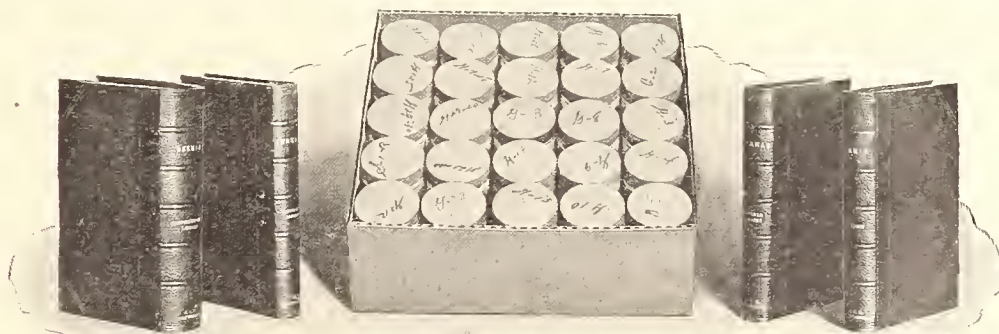
They looked at the instrument in awe and with gaping mouths, expecting every moment to behold the form or spirit of Lewanika to issue from the "witch thing." When they heard the royal commands they were very obeisant, and proffered their advice and assistance with the utmost prodigality.

In this way Col. Harding traveled over 8,000 miles without the slightest molestation and never had to use his rifle on a single occasion in self-defense against the blacks.

When the Americans were extending their occupation of the Philippine Islands, the people of a certain sovereignty manifested a disposition to rebel. The sultan was induced to visit a warship, and, while in the captain's cabin, was entertained by the productions of a phonograph.

So greatly was he pleased with the instrument, that he agreed to sign a treaty and "be good" if the phonograph was presented to him. This was done, the treaty was signed, and the sultan departed in high glee with his new treasure.

J. B. Kiusey, of the Crown piano store, Ft Wayne, Ind., has added a line of Talk-o-phones.



## Sell Them I. C. S. Records and Textbooks

You have many former customers who stopped purchasing records, either because they became tired of their phonograph, or because they found it too expensive an amusement. It would be worth a great deal to you to have these customers become purchasers again, wouldn't it? You may readily accomplish this by selling them I. C. S. records and textbooks. Those who have become tired of their phonographs as a fad, will be only too glad to turn their machines to some profitable account, and those who find it too expensive to buy amusement records, may be easily convinced that it is for their benefit to purchase this outfit, learn a language, and secure one of the fine paying positions as a translator or correspondent for some importing or exporting house.

The I. C. S. Language System has been approved by the highest educational authorities in the land, and by the French, German, and Spanish embassies. The pronunciation is guaranteed to be absolutely correct.

You are thus selling an article of real merit that will be of real benefit to the purchasers and of real profit to you, as has been proved by the experience of dealers who have tried it. Will YOU write to-day for full particulars?

### International Correspondence Schools

Box 918 SCRANTON, PA.

## I.C.S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH





## PRACTICAL SUGGESTIONS AND COMMENTS.

### LARGER CYLINDER RECORDS.

William F. Hunt, the well-known dealer of Wanatah, Ind., writes as follows: "I notice that many people fail to understand why the present cylinder phonograph cannot accommodate a record about an inch longer than the standard size, owing to the mandrel being about that much longer than the record. If people would only stop to reason a little they would readily understand why this is an impossibility, or, rather, would prove unsatisfactory. Owing to the composition of the record being subject to expansion or contraction from change in temperature there must necessarily be allowed some play room on the mandrel, for when the record contracts it will not go on to the mandrel to its original limit, and if expanded, vice versa, therefore if the record was made the full length of the mandrel and feed screw one would be unable to play one end or the other, depending on the temperature of the record. Manufacturers also claim that it is impossible to at all times get the same diameter of bore in the cylinders, which is also the cause of some records going farther onto the mandrel than others. The manufacture of longer cylinder records is not an impossibility, as some people are inclined to think, but it must be understood that the manufacturers have to consider the commercial value of a thing if they wish to continue in business. It, however, appears to me that the general public would be quite willing to pay a higher price for machines to play longer records, especially since sound reproduction has reached its present high standard, the records would, however, have to be considerably longer than six inches, as the six-inch cylinder is but little better than the standard length."

### HOW TO SET REPRODUCER STYLUS.

Much has been spoken and written as to the various ways in which the best reproduction can be obtained, says Henry Graham in a London paper. The three all-important points are: The set of the stylus, the weight of the reproducer on the record, and the thickness of the diaphragm. The first is by far the most important, as it materially affects the other considerations; and if the stylus is not absolutely right, not only will the reproduction be poor but the record will suffer

pointing to the left. In diagram 2 the proper position and angle of the sapphire, with the usual type of feed-screw machine, is shown. This is very similar to the first—only entirely opposite, as a native of the Emerald Isle would say. Diagram 3 shows the amplifying arm and stylus of the Edison B, which is fitted to old style gems. Diagram 4 shows the amplifying arm of the Edison C, but will do equally well with the Columbia Lyric, the main difference being that in the latter case the necessary pressure on the record is given by a spring and not a weight. Fig. 2 shows the stylus in correct position. In Fig. 1, however, the stylus is shown drawn out and at a sharper angle. This is done with a view to imparting greater impetus to the amplifying arm. This is a mistake, as the fantail thus needs extra weight to prevent the blasting which would otherwise occur. The second point—the weight of the reproducer on the record—can be settled in one sentence. With a properly adjusted stylus and a sufficiently pliant diaphragm, the weight may be anything up to  $\frac{3}{4}$  ounce. This weight is sufficient for even a large reproducer, with a 58 m/m. diaphragm. The pressure should never, on any account, exceed this limit, except where indestructible records are used. In the latter case the weight may be several ounces; that is, with a stiff mica diaphragm. The third and last point is the question of diaphragm thickness. A glass diaphragm selected carefully, in my opinion, is much sweeter and louder than mica. The thickness varies according to the weight and size of the reproducer, but as a standard I may say that about 7/40 m/m. will certainly be found best for a C reproducer.

### SPEED IN DISC AND CYLINDER MACHINES.

Arthur C. Mestraud, head of the Multiple Phonograph Co.'s new experimental plant in Massachusetts, writes: "It is lost time for any one to argue with Mr. Hunt regarding the art of record making, as it is very apparent, according to him, that he has nothing more to learn in that line. It is very unfortunate, however, that he should give statements concerning cylinders in proof of his argument on disc records. The two undoubtedly conflict. The 'much higher' surface speed alluded to was a change from about 140 to 160 revolutions per minute. The average cylinder record carries about 62 in 50, or 255 feet of record covered by the stylus in 2 min. 10.13 sec. The difference between the old-time speed (140) and the new (160) insured a noticeable improvement in tone notwithstanding the comparatively small increase in velocity. Should the speed be increased to 180 or 200 or even more, nothing like the former remarkable change for the better can be realized. Why is this, Mr. Hunt? Also why is there no material improvement in the quality of tone of a concert record, even a master, over the present 'gold moulded,' although the former's sound waves are over twice the length of the latter's? Since you aver that the speed has such a tremendous influence on the quality, tell me why the difference (if any) between the inner and outer circle of a disc is not nearly as great as the difference between the old style cylinder 120 or 140, and the new 160, although the inner sound undulations of the disc are only half as long as the outer. In other words, and figuratively speaking, the inside of a disc record only runs at half or less the speed of outside and the tonal improvement is so remote as to be almost imperceptible, and yet the difference created in a cylinder by an increase of only 20 revolutions in 160 is so great?"

### WHY 1 15-16 INCH DIAPHRAGM IS USED.

Mr. Mestraud also offers the following explanation to Mr. L. A. Wilcox's demand for information as to why the National Co. have stuck to the 1 15-16-inch diaphragm. After experimenting considerably upon the subject they found that in order to get better results from a larger diaphragm a greater weight must be brought to bear upon the record than the one now in use, and in order

to obtain anything like an improvement (applying, of course, the existing style of leverage in use by them), the record would have to be sacrificed at a single playing, on account of the great increase of weight pressure necessary to vibrate a diaphragm sufficiently large to show the improvement.

### TONE FROM COMMON SEWING NEEDLE.

Many peculiar little experiments can be tried by the uninitiated, and may engender more useful results by those that way inclined, says Mr. Mestraud, in a communication to The Talking Machine World. A very sweet but low tone can be obtained from a disc record, by substituting a common sewing needle, broken near the center, so as to leave it about one inch long, for the regular disc needle.

### THE HAND AS A SOUND BOX.

The impression seems to be prevalent that the human flesh is a positive non-conductor of sound on account of its elasticity. This is in a measure disproved by the following experiment. Take an ordinary disc needle and hold it firmly between the thumb and forefinger of the right hand, allowing the point to rest with moderate pressure on a disc record in motion. The needle will follow the track of the record the same as if attached to a sound box, and the nature of the selection clearly made out, even to the extent of plainly distinguishing the words of a song.

### A GOOD SOUND MODIFIER.

A very good sound modifier can be made by the use of an iris diaphragm, such as used in photographic lenses to reduce the quantity of light desired in making an exposure. I made a regulator this way, using the iris from an old discarded lens, and the result is the most satisfactory I have ever had from a modulator, as any aperture can be secured from 1-16 to  $\frac{3}{4}$  of an inch, as an outlet for the sound, thus reducing the capacity of a reproducer from the greatest to the lowest extent.

### SOMETHING ABOUT DIAPHRAGMS.

A common circle cut from a postal and dipped into ordinary carpenter's glue to give it rigidity makes a very satisfactory diaphragm. Brass (5-1000 in. thick) makes a very deep, sweet tone, but lacks volume and body. Aluminum is better, celluloid still more so, but mica so far is the leader. Wood offers quite some scope to the experimenter as a diaphragm on account of the variety to choose from. Different kinds give different results, and I must say that I have gotten some very satisfactory results from certain hardwoods, both in quality and quantity of tone.

A "dead" diaphragm is one lacking "ring." Oftentimes a mica diaphragm can be noticeably improved by the application of a coating of ordinary orange shellac varnish, and then being enclosed into partial vacuum to withdraw the alcohol. A very thin coating only must be applied.

### USING THE NEEDLE TWICE.

Some time ago a correspondent of The Talking Machine World imparted the idea that he discovered something of "great" interest, viz.: That he could use a needle for disc record twice by turning it around. In this connection we are in receipt of a letter from an English correspondent, who says: "The reason a needle should only be used once is because the outside or casing of the needle is harder than the inside. When a record has been played the point of the needle is worn, and thus exposes the soft part to the record, and a soft needle will wear away a record sooner than a hard one. If he doubts my word, let him sharpen a chisel on a very hard oilstone, and then on a soft one, he will then soon find out which has the most scouring properties. As to turning the needle round or half-way round, do not do this on any account. It is a most dangerous practice and will ruin your records. When a needle has been used, the point is worn flat, and being at one angle it forms a 'miter,' like the corner of a picture frame. You will thus see at once what a sharp instrument it makes for cutting into your records. I should like to say a word or two on the imaginary annoyance of hav-



DIAGRAM 1.

DIAGRAM 2.

as well. A reproducer stylus may be either button-shaped or ball shaped, but whatever its shape, it should always be a genuine sapphire, and not a glass bead. It is false economy to buy a glass stylus, as, in the end, it invariably ruins the rec-

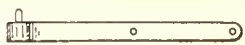


DIAGRAM 3.

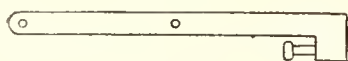


DIAGRAM 4.

ords. Care should also be taken that the sapphire is not chipped or misshaped in any way; and none of the fixative employed should be allowed to adhere to the business end of the stylus. The position of the stylus next engages our attention. Speaking generally it should be set at such an angle that it offers no resistance, but readily responds to the surface inequalities of the record groove. Diagram 1 shows the position and



angle of the stylus on the Puck and similar machines, on which the record runs toward the trumpet. In diagrams 1 and 2 the trumpet is





## Liberal and assured profits

Every *Victor* dealer can figure out just how much profit he stands to make on *Victor* goods and know to a certainty he will get every cent of that profit. He doesn't need to be afraid that some other dealer will start slashing prices and take all the profit out of *Victor* goods.

Our new contract with dealers prevents that sort of a game. We have always insisted that our prices must be maintained by dealers; the new contract in effect June 1, goes one better and makes it impossible for a dealer to get any *Victor* goods until he signs the contract to uphold our schedule of prices.

That shows how we protect our dealers and make profits sure for them. We help them to get business, too, by advertising

## Victor Talking Machines and Records

in magazines that reach 49,000,000 people every month.

What we do for the benefit of *Victor* dealers should spur them on to push *Victor* goods as never before.

You shouldn't miss the opportunity to follow up the impression created by our magazine advertising. Get after the trade in your neighborhood with local newspaper advertising, circular work and window displays. It is sure to bring new business to your store and is full of profit.

## Victor Talking Machine Company Camden, N. J.

P. S. Just a suggestion for you—it's a mighty good one. Place standing monthly orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them.) Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor distributors as follows:

Alhany, N. Y. .... Price Phonograph Co.  
Altoona, Pa. .... W. H. & L. C. Wolfe.  
Atlanta, Ga. .... Alexander-Elyea Co.  
                                Phillips & Crew Co.  
Baltimore, Md. .... Cohen & Hughes.  
                                E. F. Droop & Sons Co.  
                                H. R. Eisenbrandt Sons.  
                                Win. McCallister.  
Birmingham, Ala. .... E. E. Forbes Piano Co.  
Boston, Mass. .... Oliver Ditson Co.  
                                Eastern Talking Machine Co.  
                                M. Steinert & Sons Co.  
Bridgeport, Conn. .... F. E. Beach Co.  
Brooklyn, N. Y. .... American Talking Machine Co.  
Buffalo, N. Y. .... Robt. L. Loud.  
                                Walbridge & Co.  
Canton, O. .... The Klein & Heffelman Co.  
Charlotte, N. C. .... Stone & Barringer Co.  
Chicago, Ill. .... Lyon & Healy.  
                                The Talking Machine Co.  
                                The Rudolph Wurlitzer Co.  
Cincinnati, O. .... The Rudolph Wurlitzer Co.  
Cleveland, O. .... W. H. Buescher & Sons.  
                                Collister & Sayle.  
                                Eclipse Musical Co.  
Columbus, O. .... The Perry B. Whitsit Co.  
Dallas, Tex. .... Thos. Goggan & Bro.  
Dayton, O. .... The Fetterly Piano Mfg. Co.  
Denver, Colo. .... Knight-Campbell Music Co.  
Des Moines, Iowa .... Edward H. Jones & Son.  
Detroit, Mich. .... Grinnell Bros.  
Dubuque, Iowa .... Harger & Blish.  
Duluth, Minn. .... French & Bassett.  
El Paso, Texas .... W. G. Walz Co.  
Galveston, Tex. .... Thos. Goggan & Bro.  
Grand Rapids, Mich. .... J. A. J. Friedrichs.  
Harrisburg, Pa. .... S. A. Floyd.  
Honolulu, T. H. .... Bergstrom Music Co.  
Indianapolis, Ind. .... Carlin & Lenox.  
                                C. Koehring & Bro.  
Jacksonville, Fla. .... Metropolitan Talking Machine Co.  
Kansas City, Mo. .... J. W. Jenkins Sons Music Co.  
                                J. F. Schmelzer Sons Arms Co.  
Little Rock, Ark. .... O. K. Houck Piano Co.

Los Angeles, Cal. .... Sherman, Clay & Co.  
Memphis, Tenn. .... O. K. Houck Piano Co.  
Milwaukee, Wis. .... McGreal Bros.  
Minneapolis, Minn. .... Minnesota Phonograph Co.  
Mobile, Ala. .... Wm. H. Reynolds.  
Montreal, Canada .... Berliner Gramophone Co., Ltd.  
Nashville, Tenn. .... O. K. Houck Piano Co.  
Newark, N. J. .... Douglass Phonograph Co.  
New Orleans, La. .... Ball-Fintze Co.  
New Haven, Conn. .... Henry Horton.  
New Orleans, La. .... Nat'l Auto. Fire Alarm Co.  
                                Philip Werlein, Ltd.  
New York, N. Y. .... Bettini Phonograph Co., Ltd.  
                                Blackman Talking Machine Co.  
                                Sol. Bloom.  
                                C. Bruno & Son.  
                                I. Davega, Jr.  
                                S. B. Davega.  
                                Douglas Phonograph Co.  
                                The Jacot Music Box Co.  
                                Stanley & Pearsall.  
                                Benj. Switky.  
                                The Victor Distributing & Export Co.  
Omaha, Neb. .... Piano Player Co.  
                                A. Hospe Co.  
                                Nebraska Cycle Co.  
Peoria, Ill. .... Chas. C. Adams & Co.  
Philadelphia, Pa. .... C. J. Heppe & Son.  
                                Musical Echo Company.  
                                Penn Phonograph Co., Inc.  
                                Wells Phonograph Co.  
                                Western Talking Machine Co.  
                                H. A. Weymann & Son.  
Pittsburg, Pa. .... Theo. F. Bentel Co.  
                                Pittsburg Phonograph Co.  
                                Powers & Henry.  
                                Standard Talking Machine Co.  
Portland, Me. .... Cressey & Allen.  
Providence, R. I. .... J. Samuels & Bro.  
Richmond, Va. .... The Cable Co.  
                                W. D. Moses & Co.  
Rochester, N. Y. .... Giles B. Miller.  
                                The Talking Machine Co.  
Rock Island, Ill. .... Totten's Music House.

San Antonio, Tex. .... Thos. Goggan & Bro.  
San Francisco, Cal. .... Sherman, Clay & Co.  
Salt Lake City, Utah .... Carstensen & Anson Music Co.  
Savannah, Ga. .... Youmans & Leete.  
Seattle, Wash. .... Sherman, Clay & Co.  
Sioux Falls, S. D. .... Sioux Falls Talking Mach. Exchange.  
Spokane, Wash. .... Eiler's Piano House.  
Springfield, Mass. .... Metropolitan Furniture Co.  
St. Louis, Mo. .... O. K. Houck Piano Co.  
                                Koerber-Brenner Music Co.  
                                St. Louis Talking Machine Co.  
St. Paul, Minn. .... W. J. Dyer & Bro.  
                                Koehler & Hinrichs.  
Syracuse, N. Y. .... W. D. Andrews.  
Toledo, O. .... The Hayes Music Co.  
                                A. J. Rummel Arms Co.  
                                Whitney & Currier Co.  
Washington, D. C. .... John F. Ellis & Co.  
                                S. Kann & Sons Co.

**FILL OUT**  
Please send me illustrated catalogue of Victor Machines and Records, with full trade information and names of my nearest distributors.  
**CUT OFF**  
Name.....  
Street.....  
City.....  
State.....  
**MAIL TO-DAY.**  
35



ing to change the needle every record. The talking machine is a lovely instrument, but much abused. Some people seem to think the records should be rushed through one after the other like the films of a cinematograph. A little time should be taken between each record, your little concert would last longer, and you would not be tired when it was finished. Another point, when the machine has once started and is going all right, leave it alone. A short while ago I was listening to a machine. The operator was a young lady, who, as soon as the machine had nicely started, could not leave the winding crank alone, also twisting the regulator in a most annoying manner, as if there was no time between the pieces. I felt inclined to kick the whole thing over, or consign her to regions the temperature of which does not require the use of an overcoat. It is such people as these who want educating to use the talker as it should be used."

#### RESTORING WARPED RECORDS.

It sometimes happens that a disc record will warp, either from continued standing on edge, as in the dealer's rack, or from close proximity to a stove or heater. When warping occurs, the face of the record covered with grooves, and offering the least resistance is naturally affected, the grooves closing up and making it impossible to properly reproduce the piece. There is a simple way, however, for returning the record to its normal shape, namely, by placing it face downward on a flat surface under a heavy pane of glass and allowing the sun to shine on it.

The Collinwood (O.) Citizen has negotiated with the Columbia Phonograph Co. to take orders for their machines, and has advertised the Twentieth Century Columbia in a very extensive manner. Orders are taken at the offices of the paper, where a sample line of Columbias is on exhibition.

M. H. Watrous has opened a new store in Susquehanna, Pa., where he handles the Victor, Edison and Zon-o-phone talking machines and records as well as a stock of sheet music.

### TALKING MACHINE ARTISTS.

#### A Knowledge of Their History Will Greatly Facilitate the Sale of Records.

Very often customers will ask questions concerning the artist who is responsible for their favorite selections, and if you are in a position to inform them fully, you will increase their interest and your record sales simultaneously.

It is a fascinating fad to collect the biographies, photographs, etc., of the people who sing and play into the horns and, taking advantage of this fact, a dealer may become famous in the eyes of his customers, not only as a dispenser of talking machines, but as a historian as well.

No talking machine concert is complete without some little anecdote of the artists being introduced between records. For example, we will suppose that Jones has called on Brown to hear some of his latest selections. He is at ease in a lounging chair, a good cigar between his teeth, and a glass of something cold at his elbow. Brown has just played "Lasca" for him, and he has become so intensely interested in the superb rendition that his thoughts are far away by a silent grave in Texas, down by the Rio Grande. Brown rouses him with the question: "How did you like it?" "Fine! excellent! I can find no words to express my admiration for Mr. Davenport; I believe that was the name given on the announcement of the record. Do you know anything about him, Brown?" His voice is eager, for he desires to learn something of the man who can recite so splendidly. "Why, yes," Brown answers, "my dealer posted me regarding him. He is an actor, at the present time supporting Mr. Hitchcock in 'The Galloper.' And, by the way, he is at the Lyric this week." Jones is more enthusiastic than ever now. "We'll go!" he cries, "and the tickets are on me."

The above is simply an illustration of the many good times a dealer can throw in the way of his customers by posting them concerning the histories of the artists whose voices and the

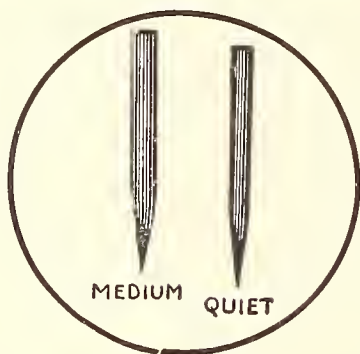
sound of whose instruments are engraved on the records he sells.

### SOUSA AND PHONOGRAPHY.

Remarks at Copyright Hearing at Washington Subject of Much Comment, Pro and Con —Frank Carr Twits Him Poetically.

John Philip Sousa's remarks at the recent hearing in connection with the new copyright bill, have been the subject of much comment in the daily papers. Some writers, who have yet to learn that the talking machine is no longer a toy, but a perfected medium for the interpretation of the best vocal and instrumental music, have been writing silly prattle; other writers have recognized in Sousa's statement a compliment to the "talker" inasmuch as it is a "foeman worthy of his steel." Frank V. Carr thus sums up the situation in the Green Bay (Wis.) Advocate:

Phil Sousa says the phonograph will sorrow soon be bringing  
Into this world,—he makes me laugh—he says there'll be no singing  
Or playing of pianoforte; the time will soon be coming  
When Pompey will not Dinah court as banjo he is thrumming.  
The phonograph and graphophone we will consign to the attic—  
All instruments to music known; songs plain and operatic  
Will not be sung by human voice, so says the famed bandmaster,  
Well, sometimes, if I had my choice, that would be no disaster,  
For I have met with those who thought the whole world should be ringing  
With praises that should come unsought from those who heard them singing.  
And we, who listened, thought them punk, them we would like to muzzle,  
Do they themselves or hearers bunk? this to me's a great puzzle,  
If Sousa ever lived around where some players were thumping  
A piano, at every sound or player he'd be jumping,  
Or had he ever heard, like me, some singers loudly screeching,  
The merits of phonography Phil Sousa would be teaching.



## NEEDLES

### The Cheapest Needle

IS THE ONE THAT GIVES BEST SERVICE.  
THE BEST IS THE CHEAPEST IN THE END.

### Our Needles are Best

Write for full particulars.  
Samples sent free to Dealers.

**If you try them once you will want them always on hand**



**Price 5.00 Each**

**Not an Experiment, but a Perfected Musical Instrument**  
**Has a Two-Inch Diaphragm. For VICTOR TAPER ARM only**

Simple in construction, true in tone—giving a reproduction which surpasses anything you have ever heard. The tone is natural. Voices enunciate more distinctly and instruments are true to life. We have satisfied a great many distributors and dealers. Can we not satisfy you?

**WE WILL SEND A SAMPLE UPON RECEIPT OF THE PRICE.** If it is not satisfactory, return it, and we will refund your money. Regular Victor Discounts to Distributors and Dealers.

**AMERICAN TALKING MACHINE COMPANY**  
**586 FULTON STREET, BROOKLYN—N. Y. CITY**

**Largest Talking Machine House in the City**



## VALUE OF WINDOW DISPLAYS.

**Opportunity of Introducing Many Pleasing Novelties That Will, at Once, Attract and Interest—No Better Salesman for the Dealer Than a Well Dressed Window.**

Strolling through a city district where talking machine stores are numerous, did you ever notice the very great difference manifested in the appearance of window displays? Some attract you through their beauty and cleanliness, while others, replete with dust and cobwebs, apail you and you turn away in disgust. Believe me, there is just as much difference in the manner in which windows are dressed, in the talking machine trade as in any other line, and it is a grave mistake, for no other business affords better facilities for attractive and even brilliant display than that of talking machines.

It is a field in which numerous novelties may be introduced in a striking manner to catch the eye and tempt the purse of the casual passer-by. For instance, if a dealer desires to create a run



AN IDEA FOR SUMMER WINDOW DISPLAY.

on one particular selection, as is often the case, he can readily do so. We will take, for example, "Cheyenne," the cowboy love song which is so popular just now. A window filled with the regalia of the western plains, saddles, spurs, rifles and revolvers, and if the Indian side is to be represented, Navajo blankets, bows and arrows arranged in an artistic manner will collect a crowd of the curious immediately.

To add still further to the pleasing effect, the selection may be played upon a talking machine inside the store and the sound allowed to travel through a tube into a horn outside, thus demonstrating the same to the people in a clear manner without the aid of placards.

There are stores in every large city which make a specialty of novelties of all kinds, and it is a very easy matter to rent enough material for a window display at a small cost, and sometimes, as the writer knows by experience, these stores can be induced to furnish it free if a small return in the way of advertising is promised. This is accomplished by placing a small card in the window stating the fact that "The contents of this window are loaned through the courtesy of Smith & Co.," or whoever may be responsible for the donation. There is scarcely a record in any talking machine catalogue that

could not be featured in this manner, varying the display according to the selection.

A great many suggestions welcome to the vacationist about to start on a trip to the mountains, country or seashore can be given through the medium of a showy window. A miniature camp with a little mountain scenery in the background, a glass lake, a stump or two, and perhaps a lay figure, may be arranged and, of course, it is very essential that the talking machine should play the chief role as entertainer. Have you ever been on a camping trip in company with a talking machine and a good supply of records? There is nothing really more restful, more thoroughly satisfying after a hard day's tramp or row, than to sit by the embers of a fire in the silent woodland far from the abode of man, with a briar pipe between one's teeth and a talking machine singing to you some sweet love song.

In the smoke rings a pretty face appears, and you sigh for the little girl who is awaiting your return in the great metropolis, but the sigh is one of happiness, for she is yours and you are content.

Then your thoughts turn to the afternoon you were attracted by the window display of a talking machine store and paused to examine its beauty. You remember that you went inside and enjoyed a courteous explanation of the many good points of the talking machine. You recollect also that you went home one hundred dollars lighter in pocket, but you do not regret it; no, you are glad that through the great inventive genius of man has come an instrument so tender, so human, so inspiring as the one on yonder log, and knocking the ashes from your pipe, you wrap your blanket about you and lie down to peaceful slumber. HOWARD TAYLOR MIDDLETON.

## "TALKER" AS A SPIRITUAL FORCE.

**How It Helped to Stimulate the Religious Fervor of Our Colored Brethren at a Camp Meeting in North Carolina.**

Persons who have spent any time south of Mason & Dixon's line have most likely visited at least one of the camp meetings held by the colored population and noted the extreme lengths to which their religious fervor will carry them. Their ministers and evangelists can so overcome them with an almost barbaric force of oratory that hysterics are the frequent result, and anything suggesting the supernatural affects their minds to a most remarkable degree.

A Southern paper recently told how a couple of young North Carolinians took advantage of the above conditions at a camp meeting held in Anson County, that state, to perpetrate a practical joke that, while it afforded considerable amusement for a number of younger whites, almost killed off a part of the negro population from fright.

It seems the camp meeting was to last three days and was held in a grove of very large trees in a decidedly rural district. Upon looking over the ground one of the jokers noted a very large tree that was hollow, and with an opening about twenty feet above the base; then the inspiration.

As the names of many of the colored brethren were known to the villains in the plot, the success of the scheme was already assured.

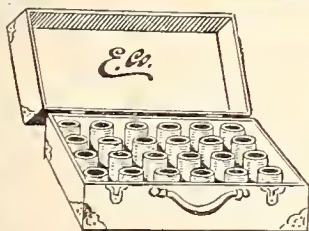
First, means were provided inside the hollow tree for making it possible to readily climb up the interior to the hole already mentioned. Here a small platform was erected and a talking machine placed thereon, with the visible parts of the horn covered with flat black paint to avoid detection.

Outside the hole a dummy was rigged up with outspread wings and flowing white draperies and clutching a trombone in lieu of a trumpet. This was to represent the angel Gabriel. The records were then made, and everything was ready for the trial.

The first two nights of the meeting were devoted to stirring up enthusiasm, and the third night was when the revivalists expected to reach the climax and induce the majority of those present to "get religion." Their plan worked to perfection. Preacher after preacher got up and exhorted the sinful until, as was usual, one called upon the Lord to give some token of his presence. Then the man in the tree got busy, as did the talking machine and "angel." With the flapping of wings and the growls of the record the fun started. First, the assembly was informed that their time had come in a way that caused eyes to look like porcelain knobs on a walnut door, and bodies to become fixed with horror. Then the chicken stealings of Eph. Brown were commented upon, as was the gambling of Noah Axman, the drunkenness of Sam Moody, and in fact the pet failing of about two dozen of the leading lights among the brethren, and in no instance was mercy shown by missing details. When the lecture paused through the necessity of changing records, the frightened ones thought it was the end of life, but in a few seconds the fateful voice again rent the air. Finally the supply of records was exhausted, and by a set of strings attached to different parts of its draperies the "angel" was whisked out of sight in a flash of flame, the result of flashlight powder, and those of the unwilling audience who were not unconscious or rooted to the spot started to hit the high places in the landscape in an endeavor to escape the apparition. One man ran for over ten miles before he dropped from exhaustion. The next morning several men and women were found on the grounds still too affected to move, and it seems as though there would be no more camp meetings in that section for some time to come. And an innocent talking machine was guilty of it all.

## NEW WAY TO STOP "TALKERS."

A dispatch from New Orleans, La., says that St. Charles avenue residents have paid \$4,000 for a phonograph shop that they may close it and stop the noise. Evidently these people have no music in their souls. Next they will stop piano playing, singing, *et al.* Think of going back to the old Puritan days in that city of the Latins—New Orleans. What next?



**General Supplies  
is Our Specialty.**

**Why not get in touch with us? We can save you money!**

WE KNOW VERY LITTLE ABOUT AN AIR SHIP,

But when it comes to **Talking Machines**—well, "That's All."

**THE EDISONIA COMPANY, Newark, N. J.**

**A. O. PETIT, President**  
Established 1893 Incorporated 1899



## TRADE HAPPENINGS IN CLEVELAND.

Manager Probeck Banquetted by a Host of Friends on Birthday—Progressive Man Is W. J. Roberts, Jr.—New Miniature Theatres Opened—He Heard the Voice of a Friend—The News of the Month in Detail.

(Special to The Talking Machine World.)

Cleveland O., July 6, 1906.

That Cleveland is a good talking machine town is evidenced by the large number of dealers and the large volume of business they are doing. Local dealers of talking machines and records generally report trade good, though this is considered the dull season.

Manager G. J. Probeck, of the Columbia Phonograph Co., said they were doing the usual amount of business, and that prospects were flattering. Mr. Probeck is a very popular young man, and well liked by the attaches of the establishment over which he presides. A few nights ago, as he was quietly resting at home, after an arduous day in his office, he was called to the door by an attache and told that he was wanted at the store, as a very important matter had been overlooked by him, and which required immediate attention. Hastily donning his coat he hurried to the store, and when he arrived was the most surprised man in seven counties. The counters, tables and goods had all been relegated to the wareroom, and in their place a banquet table was spread, embellished with flowers, with some fifty friends in waiting to greet him. He was apprised that the occasion was in commemoration of his birthday, which they desired to celebrate with him. At the close of the banquet, A. W. Robertson, in an appropriate speech, presented Mr. Probeck with an elegant gold chain and Masonic charm, the gift of his employees. Though taken so completely by surprise, Mr. Probeck managed to felicitously respond, thanking them most heartily for their interest in his welfare and for the beautiful present. He says he prizes the gift more highly than anything in his possession, presented, as it was, by employees of the office. The dishes and tables, after justice had been done the choice menu, were removed, and everybody danced to the music of the Twentieth Century Graphophone.

The Columbia Phonograph Co. have recently established a commercial graphophone department, which has started out under the supervision of H. E. Jones, with the most flattering success.

A prominent dealer stated that during the past twelve months the talking machine business had increased 200 per cent. in Cleveland, and was still on the increase.

One of the oldest dealers in talking machines in Cleveland is W. J. Roberts, Jr. He entered the phonograph business in 1898, with L. L. Berger. They purchased the Edison Phonograph Co., then located in the Arcade, and continued the business under that name for about a year, when they changed the style of the firm to the Berger Phonograph Co. In 1901 Mr. Roberts purchased Mr. Berger's interest, and conducted the business in his own name. In May, 1904, he opened a branch store at the corner of Erie and Huron streets, and continued jobbing the Edison and Victor machines from the Huron store. May 15, 1905, Mr. Roberts sold out his entire business to the Eclipse Musical Co., who soon after sold the store corner of Erie and Huron to the Cleveland Phonograph Co., and which was repurchased by Mr. Roberts, June 6, 1906. For the present Mr. Roberts will conduct a retail business. He is making a number of improvements, such as re-decorating and refurnishing, and when completed he will have one of the prettiest stores of its kind in the country. He stated business was very fair, considering the season of the year.

At the Bailey Co.'s department of the Columbia Phonograph Co. they are doing a fine trade. The company carry a good stock of machines, records and supplies.

W. H. Buescher & Son, 242 Erie street, report business fair, though it has fallen off some in the last two weeks. Their store is well stocked

with Victor and Edison machines and records. They have just opened a retail store at No. 254 Prospect street, in the Y. M. C. A. building. It has been fitted up in Flemish oak in a substantial and at the same time very ornamental style, and they have two as fine rooms—demonstrating and sales—to be found anywhere. Their stock of Victor and Edison machines is large and complete. This store is under the management of Hugh Gulley, an old and experienced talking machine man, and he is catering to the better class of retail trade, the jobbing trade being confined to the old store.

W. H. Buescher has also just opened up the "Penny Arcade and Moving Pictures," under the firm name of the "Marlo Amusement Co.," at Nos. 236-38 Erie street. It is said to be one of the finest in its fittings and furnishings in the country, and is well patronized.

The Eclipse Musical Co., under the management of T. H. Towell, president and treasurer, occupy fine rooms at their main store, No. 714 Prospect street, in the Electric Building. They are jobbers and retailers of Victor talking machines, records and supplies, and exclusive jobbers of Edison phonographs. Mr. Towell said that business was good, and that the prospects for a good fall and winter trade were never better.

The "Bijou Dream" a miniature theater, has just been started next door to the opera house, wherein "life is reproduced by the Edison cinematograph." The rental of the place is high in the thousands, and it has been expensively fitted up, seating two hundred. The promoter of this place has had sufficient faith in the desire of the public to spend its nickels to prompt him to incur an expense of \$10,000 to \$15,000 annually. And his friends say he will "make good."

A man, twenty-five or thirty years of age, attracted a crowd about him at one of the penny exhibits the other day by loudly exclaiming: "It's she! I know her voice! It certainly is her!" as he dropped the ear tubes from a machine that was emitting the words of a popular song, sung in a mild soprano voice, he picked them up again excitedly, and heard the piece through. With less nervousness he put another

penny in the slot, and as he intently listened, oblivious of the crowd about him, he leaned on the machine and cried like a child. A sympathizing bystander called the stranger to one side and inquired the cause of his grief. He said that he recognized the voice of the singer. That it was that of a girl he had known in his school days, in a central Ohio town. She had gone to New York, where, after indifferent success in amusement places, had died, with no friends near to cheer her as she ended her mortal life.

## THOUGHT CIRCUS HAD COME TO TOWN.

(Special to The Talking Machine World.)

Collinwood, O., July 10, 1906.

Residents within a radius of half a mile of the Gunn Block were treated to a high class free concert one afternoon last week. A giant Twentieth Century Columbia Graphophone in the third story of the building rendered band, orchestra and vocal selections with a power and clearness of tone that was equal if not superior to the original. Every selection could be heard distinctly for many blocks around, and a number thought it a premature arrival of the circus until the graphophone was located. The managers of Gunn's hall were so pleased with this famous Columbia machine that they at once opened negotiations with the owner, Frank A. Bowman, for the use of the machine for a dance, for which it is especially adapted. A grand Columbia dancing party will shortly be given with special new dance music for the occasion.

## A NEW LINE OF FLOWER HORNS.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, announce a new line of flower horns for the fall trade. These horns are made in a superior manner, particular attention being paid to the general finish and decoration. The new line of horns are called "Artistic Flower Horns," and their neat decorative designs, as well as the brilliant and exclusive colors employed warrant these horns as being classed as works of art. The samples are now on exhibition at their factory, and they expect to have them ready for the fall trade.

## Needles Free To Prove Quality

### "THE BEST THAT MONEY CAN BUY"

**Playrite**  
TRADE MARK

#### NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START TO FINISH.

PRESERVE RECORDS and can be used on ANY DISK MACHINES or RECORD. Packed only in RUST PROOF packages of 100.

RETAIL, 10c. per 100; 25c. per 300; 75c. per 1,000.

**Melotone**  
TRADE MARK

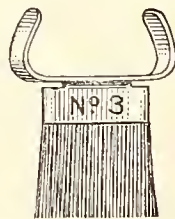
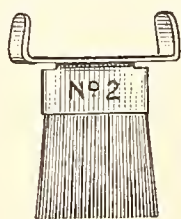
#### NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Each "MELOTONE" NEEDLE can be used SIX times without changing. Can be used on ANY DISK MACHINE OR RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

**FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letter head. Special Prices to Jobbers and Dealers. Write Now.**

#### New Style Place Record Brushes.



PATENT ALLOWED.

No. 2 fits *Standard* or *Home*.

No. 3 fits *Gem* or *Triumph*,

on Old or New Style Models.

LIST PRICE, 15c. EACH.

We give DEALERS and JOBBERS a GOOD PROFIT. WRITE for DISCOUNTS and Samples.

The Place Brush clamps under the speaker arm and AUTOMATICALLY removes all dirt or dust from the RECORD, so the sapphire runs in a CLEAN TRACK and insures a GOOD REPRODUCTION.

WE OWN THIS INVENTION and WILL PROSECUTE INFRINGERS.

MANUFACTURED BY

**Blackman Talking Machine Co.,**

J. NEWCOMB BLACKMAN, Prop  
"The White Blackman."

GET THE BLACKMAN HABIT AND  
YOU WILL KEEP IT

97 Chambers Street, New York



*The Talking Machine World,  
July 15, 1906.*



*THE MARVELOUS  
SEARCHLIGHT  
HORN*

*FOR DESCRIPTION SEE OTHER SIDE*



# THE MARVELOUS SEARCHLIGHT HORN

IS MORE THAN  
**100% STRONGER**  
AND  
**40% CLEARER**  
THAN ANY HORN EVER  
MANUFACTURED

REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers.

Send to your Jobber for Samples

MANUFACTURED BY THE  
SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue,

Borough of Brooklyn, New York

## Distributed by

ATLANTA PHONOGRAPH CO.,	-	-	-	-	-	-	-	Atlanta, Ga.
DOUGLAS PHONOGRAPH CO.,	-	-	-	-	-	-	-	New York
LYON & HEALY,	-	-	-	-	-	-	-	Chicago
MINNESOTA PHONOGRAPH CO.,	-	-	-	-	-	-	-	St. Paul, Minn.
NATIONAL AUTOMATIC FIRE ALARM CO.,	-	-	-	-	-	-	-	New Orleans, La.
POWERS & HENRY CO.,	-	-	-	-	-	-	-	Pittsburg, Pa.
SPOKANE PHONOGRAPH CO.,	-	-	-	-	-	-	-	Spokane, Wash.
TEXAS PHONOGRAPH CO.,	-	-	-	-	-	-	-	Houston, Tex.
WELLS PHONOGRAPH CO.,	-	-	-	-	-	-	-	Philadelphia, Pa.

Put a Line in Your Window and Stimulate Your Business



## HORACE PETTIT'S ARGUMENT AT FAMOUS COPYRIGHT HEARING.

His Amendment Accepted—Some Interesting Extracts from the Official Report of the Hearings Before Joint Senate and House Committees in Which the Purpose and Scope of the Talking Machine Are Referred to and Which Are Worth Perusing.

When the argument, submitted by Horace Pettit, counsel of the Victor Talking Machine Co., Camden, N. J., at the hearings before the joint meeting of the Senate and House Committees on Patents, to amend and consolidate the acts respecting copyright, was delivered June 6, his remarks were necessarily curtailed in the last issue of *The World*, to admit of a general presentation of the views expressed pro and con for the talking machine industry. Since then, however, the official report of the proceedings has been published by the government, and as Mr. Pettit's attitude toward the bill has occasioned wide comment, from the fact, possibly, that R. L. Thomae, connected with that company, was present at several of the copyright conferences, supposedly as the representative of the trade, they are given in full, as follows:

VICTOR COMPANY WANTS TO BE EQUITABLE AND JUST.

I represent the Victor Talking Machine Co. While I am not here as one of the advocates or proponents of the bill, it is very fitting, I think, at this time, immediately after Mr. Sousa's and Mr. Victor Herbert's appearance, that I should state what we have to say in regard to the talking machines. It may be that Mr. Herbert and Mr. Sousa have been somewhat abused by the talking-machine companies. They, however, certainly do not show it in their appearance.

Our position is to be equitable and just in the matter. We believe that there should be protection, and we are willing that this bill, with certain amendments we have to suggest, should be passed, substantially on the lines indicated, so that the composer should have the protection against his music or his compositions being copied on a record of a talking machine; with the understanding, however, that it does not apply to subsisting copyrights. I believe that is the understanding as expressed, although there is some ambiguity in the language, and, therefore, I would suggest that section 3, in that regard, be modified, either by striking out the section or by adding to it. Section 3 reads: "SECTION 3. That the copyright provided by this act shall extend to and protect all the copyrightable component parts of the work copyrighted, any and all reproductions or copies thereof, in whatever form, style, or size, and all matter reproduced therein in which copyright is already subsisting, but without extending the duration of such copyright."

I therefore would add to that, in view of that somewhat ambiguous language: "And provided, That no devices, contrivances, or appliances, or dies, or matrices for making the same, made prior to the date of this act shall go into effect shall be subject to any subsisting copyright."

TALKING MACHINE COMPANIES SHOULD BE PROTECTED.

This, I believe, is the intention of the framers of the bill, although it is somewhat doubtfully expressed. So much in that regard. Further, gentlemen, if the talking machine companies are to pay the author and composer, as they will under this act if passed, a royalty on the copyrighted compositions, the talking machine companies should also be protected. We might pay Mr. Herbert or Mr. Sousa or Mr. Caruso, or any of the opera singers a thousand dollars for making a record. It is perfectly possible, within the known arts, for that record, after we have made it, to be reproduced by a mere copper-plating process by somebody else and copied, so that we would pay the thousand dollars or so and have no protection against the party manufacturing a duplicate of it. Therefore, not only for that reason, but for the other reasons which I shall briefly mention, the talking machine manufacturers should be entitled to register the particular records which they prepare, and that, therefore, should be included in the act.

The bill evidently is intended to cover talking machine records, although it is somewhat doubtfully expressed. Section 4 is the section upon which everything more or less hangs, and that is: "That the works for which copyright may be secured under this act shall include all the works of an author." That is all that it says in that regard. The purport, however, is to cover substantially everything that was covered by the former copyright act. In section 18 the different things copyrighted are specified, in which section the duration of the terms are provided. Section 18 states, for instance: "For twenty-eight years after the date of first publication in the case of any print or label relating to articles of manufacture." Then comes a proviso, and then: "(b) For fifty years after the date of first publication in the case of any composite or collective work; any work copyrighted by a corporate body or by the employer of the author or authors; any abridgment, compilation, dramatization, or translation; any posthumous work; any arrangement or reproduction in some new form of a musical composition; any photograph; any reproduction of a work of art."

I would suggest that you include in there, after the word "composition," the words "any talking machine record," so that there would be no room for doubt but

what talking machine records are intended to be included. For this purpose I would also amend section 5 by adding before the word "phonographs," the following: "(j) Talking machine records."

RECORDS TO BE READ AUDIBLY, NOT VISUALLY.

I want to say one more word in that regard: The talking machine record is a new art. At the time that the former acts were passed and the Revised Statutes it had not acquired the state of perfection in which it is today. The talking machine is a writing upon a record tablet—not to be read visually, but audibly to be read through the medium of a vibrating pencil engaging in the record groove. This reproduces the thing that is uttered, in the characteristic manner in which it is uttered, and therefore that particular thing ought to be the subject-matter of a property right.

For instance, we might say that a particular piece would be sung or played by some country brass band, such as Mr. Sousa alludes to. The instrumentation there of that particular piece as recorded would be as different from the instrumentation of the particular piece when played by Mr. Sousa himself, from the stage of one of the great opera houses, as could be imagined; and what should be protected there is the particular instrumentation as it is played by Mr. Sousa, as he has rendered it. The same thing applies to any orator, or any actor, or any recitationist. It is a picture of the voice, as perfectly as a photograph is the picture of a man, or of a thing; and all the personality and all the characteristics of speech of the man uttering it are there recorded.

MR. BONYNGE (of the House Committee). Do you mean that if that lecturer delivers the lecture to one of the talking machines that you should take a copyright upon that disk, or whatever it is, that record, I suppose is what you call it, so as to prevent him from giving another reproduction of the same lecture to another talking machine?

MR. PETTIT. No, sir. That would be his right. His lecture is copyrightable. He has a perfect right to copyright that in the ordinary manner, and he has the further right, if he pleases, to have it copyrighted through the means of a talking machine record, or, with his permission, we could do so. But wherever the thing is primarily copyrighted we could not use it in any sense without his permission.

MR. BONYNGE. Yes; but after he has copyrighted it and you have got his permission to use it in your particular talking machine and have paid him whatever you may have agreed to pay him as compensation for the use of it, would you seek to prohibit him from giving that same lecture to another talking machine?

MR. PETTIT. That would depend entirely on the terms of the contract; but that is not the idea at all. It is merely the means of recording a voice, the production of a particular man or band, or instrumentation, with all the characteristics of that particular voice or instrumentation, which we think should be subject to copyright. There should be no question but that the particular characteristic utterances of a singer, or recitationist, or of an actor, or of an orator, or the particular instrumentation of a pianist, or leader of an orchestra, etc., independent of the composition itself, whether it is copyrighted or not, should

be equally entitled to protection, as a photograph or reproduction of a work of art.

A TRUE WRITING OF THE VOICE.

The present-day thoughts and ideas may be recorded and reproduced through this new form of writing—that is, by recording the uttered sound upon a properly prepared surface in a sound groove, by which the varied undulations of the voice are formed in the groove by corresponding undulations, lateral or vertical. Here we have a true writing of the voice, recording uttered sound, recording not only words, thoughts and ideas, but also recording the special particular expression and characteristic method of speech employed by the person uttering the sound. In other words, we have the exact voice, with all its individuality recorded, to be reproduced through the medium of the reproducing device employing a stylus operating in the groove.

Certainly a sound record is within the contemplation of the Constitution and should be unquestionably included in this proposed new act relative to copyrights. It matters not whether the subject-matter of the record is otherwise copyrightable or not. If the piece played is copyrighted as a musical composition it cannot be reproduced on a sound record, in accordance with the bill, without the permission of the composer. A Paderewski, however, may play the copyrighted selection, and a record of his rendition of it, with all his personality and individuality thrown into the piece, should be entitled to a copyright on a sound record for reproducing purposes.

This is true, also, of the voice of a Caruso or a Melba singing either a copyrighted or uncopyrighted piece. It is true, also, as a further illustration, of the recitation by Henry Irving of "Eugene Aram's Dream." What is here copyrighted in these records is the individuality and personality of the rendition by the performer. It is the picture of the voice or of the instrumentation as, for instance, a copyrighted photograph is a picture of a person or thing. Should another performer play the same piece played by a Paderewski the personality of Paderewski would be absolutely wanting, and the same difference between the two performances of the same composition would be in the respective sound records as would exist at the actual performance of the respective pieces. The same difference between Caruso's rendition of a selection from *Rigoletto* and a concert-hall singer's rendition of the same would exist in the sound record and the reproduction therefrom as would exist in the actual singing of the selection. This is true regarding the personality of every voice and instrumentation recorded.

A CHARACTERISTIC REPRODUCTION COPYRIGHTABLE.

A large portion of the selections, musical and recitatorial, on talking machine records are not copyrightable or copyrighted. These records, however, with all their originality, personality of the recitationist or singer, and peculiarity of arrangement, etc., should be copyrighted, and the private competitor prevented from purloining an artistic and characteristic production.

So-called talking machine records in this respect differ quite materially from the mechanical organ and piano for the reason that a so-called talking machine record is an exact record of all the modulations, and all the characteristic articulations of the voice, as well as of all the characteristics of an instrumentation. In other words, it is an exact picture of all the merits and demerits of the original, and the original is reproduced with an exactness, so that frequently, at a distance, in the present perfected state of the art, the reproduction may very well be mistaken for the original.

This record of the voice and instrumentation for

The following are some of the dealers handling the "Mira" Music Boxes:—

LYON & HEALY, Chicago, Ill.  
SHERMAN, CLAY & CO., San Fran., Cal.  
SHERMAN, CLAY & CO., Oakland, Cal.  
SHERMAN, CLAY & CO., Seattle, Wash.  
OLIVER DITSON CO., Boston, Mass.  
J. E. DITSON & CO., Philadelphia, Pa.  
C. H. DITSON & CO., New York.  
JOHN WANAMAKER, New York.  
JOHN WANAMAKER, Philadelphia, Pa.  
MACKIE PIANO & ORGAN CO.,  
Rochester, N. Y.  
DENTON, COTTIER & DANIELS,  
Buffalo, N. Y.  
S. HAMILTON, Pittsburgh, Pa.  
KRELL PIANO CO., Cincinnati, O.  
CARLIN & LENOX, Indianapolis, Ind.  
FINZER & HAMMEL,  
Louisville, Kentucky.  
O. K. HOUCK PIANO CO., St. Louis, Mo.  
A. ROSPE, Jr., Omaha, Neb.  
S. KANN SONS & CO., Washington, D. C.

Write for Catalogue and Prices

JACOT  
Music Box Co.  
39 Union Sq., New York



sound reproducing is an art which was not commercially available or perfected when the earlier copyright laws were passed, and therefore was not included.

The following was submitted by Mr. Pettit at the meeting of June 8, 1906, embodying his proposed amendments to the bill:

*"To the Honorable Joint Committee of the Senate and House of Representatives.*

"Gentlemen: Referring to the proposed bill 'To amend and consolidate the acts respecting copyrights,' now before the committee, I would propose the following amendments: Amend section 3 by adding continuously at the end of said section the following: 'And provided, That no devices, contrivances, or appliances, or dies, or matrices for making the same, such as referred to in clause (g), section 1, made prior to the date this act shall go into effect, shall be subject to any subsisting copyright.' Amend section 5 by adding before the word 'photographs,' the following: (j) 'talking machine records.' Amend section 18, clause (b) by adding between the word 'composition' and the word 'any' the words 'any talking machine record.' Amend section 23 by striking out from the clause marked 'first' the following: 'Or any device especially adapted to reproduce to the ear any copyrighted work.' Amend section 23 by inserting in the clause marked 'fourth' between the words 'of' and 'all,' the following: 'Any device, contrivance or appliance mentioned in section 1, clause (g) and.' These amendments to section 23 are for the purpose of making the penalty relative to unlawful use of devices, etc., enumerated in section 1, clause Z, one dollar instead of ten, which latter amount is excessive."

MR. PETTIT'S AMENDMENTS ACCEPTED.

Further along in the hearing, Mr. Putnam, Librarian of Congress, laid before the committees certain amendments suggested by the Music Publishers' Association, and which also embody Mr. Pettit's ideas, so that subsection g of Section 1 would be made to conform to the recent decision of the United States Court of Appeals, Second Circuit, in the White-Smith against the Apollo Co. case (the italicized words being new matter) as follows:

"To make, sell, distribute, or let for hire any device, contrivance, or appliance adapted in any manner whatsoever *when used in connection with any mechanism to reproduce to the ear or to cause the said mechanism to reproduce to the ear the sounds forming or identifying the whole or any material part of any work copyrighted after this act shall have gone into effect, or by means of any such device, contrivance, appliance, or mechanism publicly to reproduce to the ear the whole or any material part of such work.*"

"Sec. 3. That the copyright provided by this act shall extend to and protect all the copyrightable component parts of the work copyrighted, and all reproductions or copies thereof, in whatever form, style, or size, and all matter reproduced therein in which copyright is already subsisting, *and the devices, appliances, or contrivances mentioned in Section 1, subdivision (g) of this act, but without extending the duration of such copyright.*" And provided, That no devices, contrivances, or appliances, or dies or matrices for making the same, made prior to the date this act shall go into effect, shall be subject to any subsisting copyright."

## FROM THE WESTERN METROPOLIS.

Cable Company's "Talker" Department a Great Success—C. W. Noyes Off to the Coast—Wurlitzer's New Quarters—Westerners for Edison Reunion—Big Crowd Coming—Lyon & Healy Activity.

(Special to The Talking Machine World.)

World Office, Room 41, 195 Wabash Ave., Chicago, Ill., July 9, 1906.

The new talking machine department of the Cable Company has far exceeded the expectations of Joseph B. Leimert and J. W. Harrison in point of sales for June, really the first month of its existence. The handsomely fitted up quarters which occupy the entire second floor of the Cable building annex already give evidence of being entirely inadequate for the retail business alone, and in all probability another floor will be devoted to it in the near future. This additional floor it was first intended to devote to the wholesale department, but the development has been such as to compel the making of arrangements for handling the wholesale stock elsewhere. Half of the third floor of the big Bauer building, two doors south from the Cable Annex, has been leased, partitioned off, and is now being fitted up. Shelving and bins are being erected capable of holding 48,000 cylinder and 72,000 ten-inch disc records, while allowing plenty of room, is provided in addition for the 12 and 7-inch records. In the front of the floor will be a completely equipped repair shop. Extending over a large part

of the room will be a gallery for horns and accessories, and in the rear will be ample storage room for machines.

C. W. Noyes, secretary of the Hawthorne-Sheble Manufacturing Co. and Western representative of the American Record Co., left on the 25th for his trip to the Coast, which will take him until the middle of August. Malcolm B. Henry, who has been Mr. Noyes' assistant, has accepted the position of manager of the Denver office of the Columbia Phonograph Co. He is now on a visit to his home in Kentucky, but will go to Denver to assume his new duties next week. Some one will arrive from Philadelphia in a few days to look after the office here in Mr. Noyes' absence.

The Rudolph Wurlitzer Co. are still doing business under difficulties to some extent, the immense store at 266-8 Wabash avenue still being in the hands of the carpenters and decorators. The new front is one of the handsomest on the street. Five big record rooms on the ground floor are of unusual size, and of most convenient arrangement, the demonstrating machines being placed in a window in the rear of each room, and fed direct from the stock shelving by the operator. The wholesale talking machine and the extensive offices are on the entresol floor, which covers the rear half of the big floor. The automatic machine department will occupy the entire third floor.

The demand for machines and records keeps up remarkably well, considering the lateness of the season. It really looks as if the lines of demarcation of the seasons were being largely eliminated in the talking machine business, and the dealers here look for an active summer season, even exceeding that of last year, which was remarkably good.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy, says that the business of his department both in a retail and wholesale way this year has simply astonished him. Every month of the present year, including June, has shown a remarkable increase over last year, and there is no evidence of any immediate decrease in the volume of trade.

Western Edison jobbers are preparing to descend on New York in a body to attend the reunion arranged by the National Phonograph Co., for the week of July 17, 18, 19, 20. So many of the Western people have expressed their intention of going that a movement has been set on foot—headed by R. E. McGreal, of McGreal Bros., the Edison jobbers at Milwaukee—to have the cohorts meet in Chicago and go from here together.

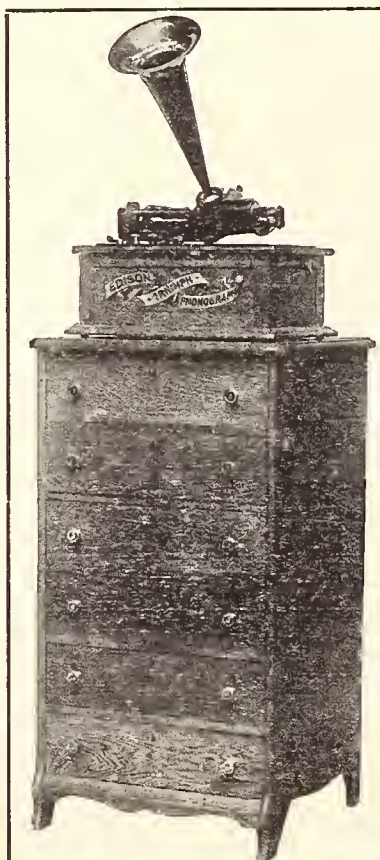
The railroads are alive to the opportunity, and are in competition for the privilege of carrying the crowd. From present indications the West-

ern people will meet here on Saturday, the 14th, making their headquarters at the Auditorium annex, and will leave Sunday, probably over the Lake Shore, although these details have not been deliberately decided as yet. Chicago will, of course, be strongly represented. Among those who are making preparations to go are C. E. Goodwin and J. F. Bowers, of Lyon & Healy; Edwin H. Uhl, manager of the Chicago house of Rudolph Wurlitzer & Co.; Fred Babson, Joseph W. Ranert and J. W. Harrison, of Babson Bros.; James I. Lyons, and Mr. Olmstead, of the Vim Co. All of the Western travelers for the National Phonograph Co. will join the party, and G. M. Nisbett, who has been the manager of the Chicago office, will also attend, and will help to entertain the visitors on the way. Mr. Nisbett, by the way, will not accept the National's offer of a position in New York, but will go into the jobbing business in the West, either opening a house of his own, or acquiring an interest in an existing concern. The affairs of the Chicago office have now been practically wound up. Nearly all the office help have found employment elsewhere. So far as transacting business the office has been closed since June 1, all orders coming in since then referred to the factory for distribution. All the traveling men who have been heretofore working from the Chicago office have been retained, but are now working direct from the factory.

## NOVEL SCHEME TO ATTRACT BUSINESS.

L. Finch, of Finch & Hahn, having establishments in Albany, Troy and Schenectady, N. Y., incidental to his wedding trip, now being enjoyed, when in New York in the latter part of June, took occasion to visit the plant of the Edison phonograph works, at Orange, N. J. The firm have leased a three-story building on Broadway, Albany, N. Y., for their wholesale business, the present State street store being devoted solely to the retail trade. As a novel scheme to attract business, George P. Watson, the yoddler, recently put in an entire week, from 12 to 3 daily, demonstrating the art of record making in F. & H.'s Albany place, crowds listening and wondering while Mr. Watson sung for a record, reproduction following immediately.

If the rumor is true that President Reynolds of the State Line Telegraph Co. had a phonograph at work behind the screen when the New Rochelle, N. Y., aldermen called on him and are alleged to have talked "boodle" it looks as if it were all over but the shouting. And while the rumor is probably untrue yet there is ample suggestion here of a new use for the phonograph.



## EXHIBITION HALL Sol Bloom Building

THREE EAST FORTY-SECOND STREET  
Less than five minutes' walk from your hotel.

### WE ARE SATISFIED

that your visit and inspection of our Disc and Cylinder Record and Pianola Cabinets in the various woods and finishes will amply repay you.

### YOU'LL BE SATISFIED

to buy when you have seen them, for they are made on art lines and to sell quickly and profitably.

### WE'LL ALL BE SATISFIED

with the result of this season's business if you place your order with us now.

E. SCHLOSS & CO.

Foot Grand Street, E. R.,

NEW YORK



# TWENTIETH CENTURY GRAPHOPHONE



An  
Orchestra  
in  
Itself!

OUR  
GUARANTEE

It Sings with  
all the Volume  
of the Original

The Twentieth Century Graphophone Is Absolutely New In Principle and Excels All Others

The impetus this mar-  
velous machine gives  
to the

SALE  
OF  
CYLINDER  
RECORDS

is enormous.

Mr. DEALER:

You have Records  
to sell; the Twenti-  
eth Century Graph-  
ophone will make  
them go like hot  
cakes!

ADDRESS ALL COMMUNICATIONS TO THE COMPANY.  
*Heath & Milligan Mfg Co*  
Paint & Color Makers.  
2012 Randolph Street,  
Chicago, March 20, 1906.

R.L.H.

The Columbia Phonograph Co.,  
Gentlemen:-

Through our Mr. Rockwell we learn that you have kindly donated one of your "20th Century" Machines for the use of our agents, The Hahn Co., on "Sunshine Day," and we simply want to assure you that this courtesy on your part is thoroughly appreciated. We are thoroughly familiar with this Twentieth Century Machine, inasmuch as your people furnished one for our use on a train-load of paint we shipped from Chicago to Duluth sometime ago. We made a daylight run and stopped at various towns along the way, giving concerts and distributing souvenirs, and we want to say right here that the Twentieth Century Machine made a great hit all along the line.

With best wishes, we are,

Yours very truly,

HEATH & MILLIGAN MFG CO.

*A. L. Stigley*  
Manager Sales Department.

F.O.

"Put a Little SUNSHINE in Your Home."

Uses the Regular  
Cylinder Records—  
all makes—as well  
as the New

COLUMBIA  
TWENTIETH  
CENTURY  
CYLINDERS—

half a foot long;  
50 cents each.

Retail Price for  
Twentieth Century  
Graphophone, \$100.  
Liberal Discounts  
to the Trade.

Cut out and send the  
ATTACHED COUPON  
to-day!

Dealers who have customers among the proprietors of restaurants, small theatres and places of public amusement, generally, will find a ready demand for these extraordinary machines. Cylinder record sales have been increased from 50 to 75 per cent. by playing records on the Twentieth Century Graphophones. LEW DOCKSTADER USES ONE OF THESE MACHINES IN HIS MINSTREL SHOW. JOHN DREW HAS INTRODUCED IT IN "DE LANCY," AND IT IS ALSO BEING UTILIZED IN "THE GIRL PATSEY," A NEW COMEDY THAT HAS MADE A HIT.

## COLUMBIA PHONOGRAPH COMPANY, GEN'L

CREATORS OF THE TALKING MACHINE INDUSTRY  
Owners of the Fundamental Patents Largest Manufacturers in the World

Grand Prize, Paris, 1900

Double Grand Prize, St. Louis, 1904

Highest Award, Portland, 1905

Tear Off Here. Fill In and Mail To-Day to  
COLUMBIA PHONOGRAPH CO.,  
90-92 West Broadway,  
New York.

Dear Sirs—I am interested in your new "Twentieth Century" Graphophone. Send me full details, prices, terms, etc., at once.  
Yours truly,  
Name .....  
Address .....  
T. M. W.



## TALENT INTELLIGENCE BUREAU.

**A New Development in the Talking Machine Trade Which Has Been Brought About Through the Wonderful Growth of the Industry and Its Varied Diversifications.**

New developments in the trade are not only looked for, but expected, and the rapidity with which inventions, improvements and innovations are announced is bewildering, to say the least. The greater number of them represent distinct progression, and few, indeed, are altogether useless. In record making, for example, the present advanced stage of sound reproduction is one of the marvels of the business. The selection of material entirely suitable and adaptable for the purpose in the way of "talking artists" or talent, however, as well as the subject matter—whether instrumental or vocal music, or oral deliveries—still remains in the comparatively crude state established in the old wax-record days. To be sure more and better "talent" is available, more exacting and adequate tests are required, and sound recording is practically unlimited, not only in the repertoire of entertainment, but for commercial purposes and scientific study and demonstration. The latter fields of development are in the hands of capable people; and, in a measure, so is the making of the average musical and talking "masters." The tasks imposed upon managers of recording laboratories is by no means light in giving audience to alleged "talent," and listening patiently to the recital of their supereminent and specially adaptable qualifications for record-making, not to mention the waste of time and "good wax" in "testing." Quality is uppermost in the manufacture of records, and variety of selections the next requirement.

That some one would recognize and fill the long-felt want of specializing and tutoring or training "talking artists," and supplying the laboratories with "talent" of the right calibre, capable of making records of quality, but salability as well, was only a question of time. Such an institution has been established in New York, and it bids fair to be a useful adjunct to the business, as it is under the control of experienced management, practical and well-known "talent" or "record artists." What the lyceum, which is termed "the home of mirth, melody and ideas," proposes doing is set forth in the appended interview with its manager, who said to *The World*:

"We will present and popularize musical publications to each and every one of the talking machine companies now engaged in the manufacture, sale and exploitation of musical records, using every proper means and influence within their power to secure representation of their publications in the catalogues of the companies. Also to present and popularize musical publications to the entire staff of talking machine artists, contributing their services to the companies, by personal solicitation and by placing the entire facilities of our offices at their disposal, such as piano and voice rendition, coaching and thorough musical exploitation. Finally to make reports in detail as to the success we meet with in the work of popularizing these publications, mailing catalogues of such talking machine companies as are listing the publications, and whenever practicable also advising as to what artists are using them.

"As you may notice, our musical publications are properly arranged, and the selections comprise those best adapted for recording most successfully. You know publishers, of the vast amount of stuff they issue, only push eight or nine pieces. We get them all, from over thirty of the leading houses in the country. Our collection of stories, anecdotes and general 'talk' line is comprehensive, covering at least two hundred titles—everything imaginable—indexed and filed away so as to be accessible in a moment. We have believed such an office, or bureau or lyceum, as one may be pleased to call it, was a real necessity in the talking machine business. The managers of the recording laboratories: Walter Miller, with the National Phonograph Co.; C. G.

Child, Victor Talking Machine Co., Philadelphia; Vic. Emerson, Columbia Phonograph Co.; J. O. Prescott, American Record Co.; Geo. K. Cheney, Universal Talking Machine Mfg. Co., and others, have their hands full with the practical work of their responsible and onerous positions. Heretofore, they have done remarkably well in securing 'talent' who are creditable to their judgment; but we are going on the assumption that in specializing the business we can render the laboratories a distinct and valuable service by having on our staff just the right kind of artists for whatever record is desired. We know what is a good record, and what is necessary to accomplish this by no means easy object. Besides, we are training new people, for 'new blood' is essential, and we guarantee their work.

injury. Some of the best known people in this line—Ada Jones, for one, Len Spencer, and others—are under our direct management, and the results are mutually beneficial and satisfactory. This feeling is to be deplored, but we are certain it will wear away when the aims and objects of our business become more familiar to the trade."

## THE SPOKANE PHONOGRAPH CO.

Among the Enterprising Talking Machine Dealers of the Northwest.

The talking machine dealers throughout the Northwest are among the most enterprising in the country. Their stores are admirably equipped with every device for the proper display of their



SPOKANE PHONOGRAPH CO.'S DISPLAY ROOMS.

"The talking machine companies appreciate our efforts in this direction by engaging the 'talent' who come to them on our recommendation because they know it is a practical solution of a vexing problem. Our professional advice is also sought as to the best voices for certain selections. The only drawback, if it may be dignified by so calling it, is the apparent lukewarmness of the recognized 'talent.' They praise us openly, but quietly stick the knife wherever they think it will do us harm. This is mentioned more in sorrow than in anger, because personally we are well, and, we hope, favorably known to them all, and have never knowingly done any one an

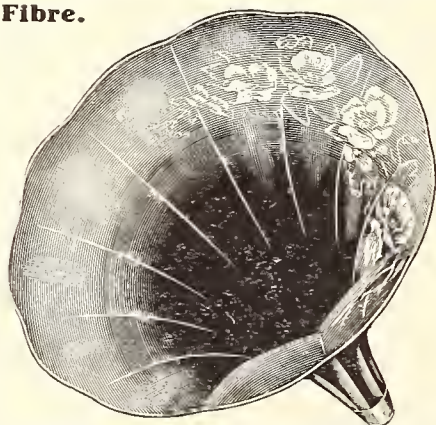
wares. For instance, the Spokane Phonograph Co., of Spokane, Wash., have built up a very successful following, and carry a large stock, as can be seen from the illustration herewith. Their business is steadily expanding, and they expect this year to make a record of which any talking machine dealer can well feel proud.

## A SUGGESTION.

Knicker—The packers say they use everything except the squeal.

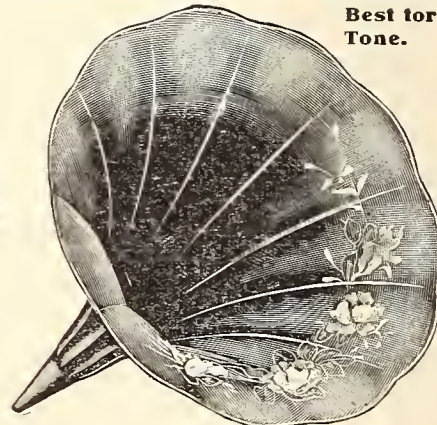
Bocker—Couldn't they can that in a phonograph?

Fibre.



The  
New  
Decorated  
Flower  
"Mega."

Best for  
Tone.



A Distinctive Product for a Discriminating Trade.

Designation.	Length.	Bell.
Junior Flower Decorated.....	26 in.	16½ in.
Senior Flower Decorated.....	32 in.	23 in.
Senior Victor Flower Decorated	26½	23 in.

Gold neck, gold edge, gold stripes.

THE HANDSOMEST HORN ON THE MARKET TO-DAY.

Exquisite hand painted flower studies. Each horn a perfect picture. A product made to please the critic.

A type and price for every possible requirement.

Colors.	Studies.
Deep Carmine;	Spray of poppies.
Deep Royal Blue;	Spray of roses.
Deep Violet;	Spray of pansies.
Ivory Black;	Spray of chrysanthemums
(Black in Senior types only.)	

Rich permanent colors. Oven baked, glaze finish.

Ask your Jobber about the "Mega." If he cannot supply you write us direct.

All "Megs" shipped in individual hardware paper bags ready for retail sale.

All "Mega" lists restricted.



Trade Mark

Registered.

E. A. & A. G. SCHOETTEL, Makers, Broad St., Maspeth, Queens Co., N.Y.



## READY FOR THE EDISON JOBBERS.

Arrangements for the Entertainment of the Invited Guests of the National Phonograph Co. Are All Completed and They Are Certain to Enjoy a Splendid Time—Nothing Has Been Overlooked to Make Their Stay in New York One of Great Enjoyment.

Arrangements for the entertainment of the Edison jobbers of the United States and Canada by the National Phonograph Co. in New York City and Orange, N. J., July 17-20, are completed with this issue of The World. As the Edison Phonograph Monthly says: "It will be unique in the history of the talking machine industry. Few events of similar kind and equal magnitude have ever been given by a manufacturing concern. This entertainment is given for a two-fold purpose—to afford an opportunity for Edison jobbers to come together for their mutual advantage, and to commemorate the greatest year's business of the National Phonograph Co. The matter of bringing our jobbers together has been under consideration for more than a year, but it did not take concrete form till the close of the fiscal year on February 28 showed the phenomenal increase that had been made in the business of this company. This was so largely due to the splendid and enthusiastic co-operation of the Edison jobbers that the coming event became necessary as a means for working off our feeling of goodwill."

\* \* \* \*

A number of export houses will also be represented. At the Waldorf-Astoria Hotel, Fifth avenue and 34th street, New York, in addition to the guests being assigned rooms for their private use, special accommodations will be provided where they may conduct their correspondence with the aid of Edison business phonographs and a corps of stenographers. At the visit to the factory the following day it is expected Thomas A. Edison and President Gilmore will assist in receiving the visitors. It is also expected that luncheon will be served on the third floor of the new office building, an illustration of which appears elsewhere, and which was rushed to completion to extend this courtesy. The remainder of the programme has already been announced for the succeeding days, and nothing will be left undone that will add to the comfort, pleasure and enjoyment of the company's guests.

**WANTED:**

Thoroughly first-class salesman acquainted with the phonograph trade, to handle our language instruction outfits. One speaking French and German preferred. State age, experience, salary expected, and give references. No attention will be paid to applications not giving full particulars. Apply by letter only.

**J. FOSTER DAVIS,**  
International Correspondence Schools  
SCRANTON, PA.

**CHANCE FOR YOUNG MAN**

HELP WANTED—A young man with thorough knowledge of Columbia goods, capable of filling responsible position after few weeks special training. Only sharp, up-to-date-man need apply. State particulars, salary expected, etc. Address "Manager," Care of Talking Machine World, 1 Madison Avenue, New York.

**If You Are Interested**  
IN  
**VICTOR TALKING MACHINES**  
OR  
**EDISON PHONOGRAPHS**

Write at once to

**SOL. BLOOM, 3 E. 42d St., N.Y. City**

J. R. Schermerhorn, assistant general manager of the National Phonograph Co., who has been in Europe since October last looking after the company's branch plants and offices, arrived in New York, June 26, on the "Kronprinz Wilhelm," of the Hamburg-American line. His visit is for the special purpose of attending the Edison jobbers' entertainment next week, after which he goes abroad again for an indefinite stay, and where Mr. Schermerhorn will rejoin his family.

\* \* \* \*

In the programme issued by F. K. Dolbeer, chairman of entertainment, on July 18, after the visit to the Edison laboratory and factories at Orange, N. J., the evening entertainment will be on the roof garden of the New Amsterdam Theater, New York, as the Hippodrome is closed for the season. A number of boxes and practically the entire orchestra floor have been engaged. With this exception the original programme will be followed.

\* \* \* \*

Speeches will be tabooed at the banquet, to be given in the Astor Gallery of the Waldorf-Astoria Hotel, during the evening of July 20. Entertaining will reign supreme. A stage will be erected at one end of the gallery, where the Edison "talent" will entertain the banqueters. The arrangements are: One "honor" table, at which will be seated Messrs. Edison, Gilmore, Dolbeer and a few other prominent people, with the guests placed at small tables, accommodating eight persons each. The entire seating capacity—about 270—has already been exhausted, and still further applications are being received.

\* \* \* \*

When Thomas A. Edison was asked whether he desired to invite any special guests to the banquet, he promptly replied: "No, sir. This is to be a phonograph banquet only. Nobody else is wanted." The pressure for invitations from outsiders has been heavy, but Mr. Dolbeer is refusing every one, and besides the press representatives, the Edison jobbers and the company officials will be the only ones present.

**A HANDSOME COLLAPSIBLE HORN.**

The New Jersey Sheet Metal Co., of Newark, N. J., deserve the credit of having perfected and placed on the market the first practicable sheet metal collapsible Flower Horn. This horn is a wonder for compactness, beauty and acoustic qualities and reflects credit on this company. They have succeeded in making a sectional metal horn that will not rattle and can be easily put together. The New Jersey Sheet Metal Co., in order to handle their fast growing business, have been forced to remove their factory to larger quarters at 9-11 Crawford street, where they occupy the whole building. They have also opened New York offices at Billings Court, corner Thirty-fourth street and Fifth avenue, where their extensive line will be on exhibition. Herman Ringel will be in charge.

**W. L. ECKHARDT'S "SPEECH."**

When the Eastern Talking Machine Jobbers' Association was on the point of adjourning at its last meeting, W. L. Eckhardt, the brilliant manager of the Columbia Phonograph Co.'s wholesale department, dropped in en passant. He was immediately called upon for a speech, from which he begged to be excused just then, but was prevailed upon to make a few remarks, which he did, and to the point. While he was commending the object of the association, two powerful hotel porters came in the room at the Breslin, lugging an immense trunk, which they announced in stentorian tones, "contained the speech of Mr. Eckhardt." Sol Bloom is said to have been responsible for the joke, which W. L. E. enjoyed immensely. That of having "M. E. Gilmore, president of the Columbia Phonograph Co.," preside at the meeting is also charged up to the chairman of the committee on publicity and promotion, which was accepted as authoritative by the "yellow" butter-in. The trade is not through laughing yet at the egregious "bull."

**Goods shipped  
same day  
order is received**

This sort of service may be new to you, but it is no more than a dealer ought to expect from his jobber.

It's our way of doing business; and you can depend upon it that a concern that handles orders promptly is up-to-date and does things right in other ways.

Doesn't matter what you want in Victor talking machines and records, trumpet horns, fibre cases, English needles and other accessories, we have it in stock and send it to you without the least delay. You can tell exactly when the goods will reach you and be sure of living up to your promises to your customers if you had to keep them waiting.

That kind of dealing gives the greatest satisfaction all around. It makes your business run along more smoothly, you always know just where you are and you have no trouble in hanging on to your customers.

Give us a trial order and see how quickly and satisfactorily we handle it. We'll be very much surprised if it doesn't make you long for our kind of service all the time.

Write for our latest catalogue, pick out the things you want and put it up to us to make good.

**The Victor Distributing  
and Export Company**

77 Chambers Street

New York





# 100,000 RECORDS ALWAYS IN STOCK

**JOBBER**

**EDISON**

PHONOGRAPHS  
RECORDS, ETC.

GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES

**Douglas Phonograph Company**

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

**New York**

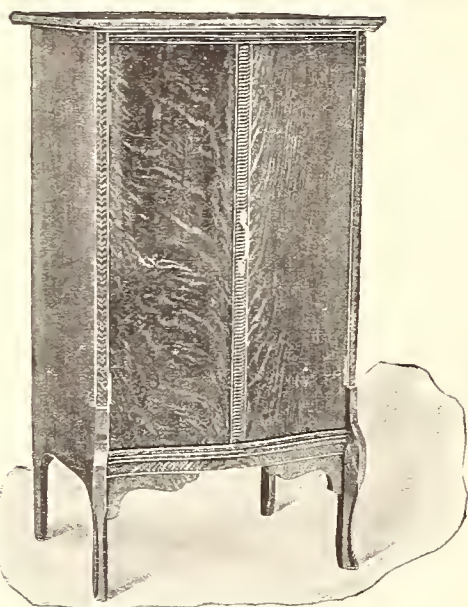
Largest Exclusive Talking Machine Jobbers in the World.

**DISTRIBUTORS**

**VICTOR**

TALKING MACHINES  
RECORDS, ETC.

GENERAL SUPPLIES  
FOR  
DISC MACHINES



No. 278, Closed

## No. 278—A New Disc Cabinet

Solid Golden Quartered Oak.  
Swell Front, Double Doors.

Has Two Sliding Record Racks  
that pull out so that records are easily  
accessible.

15 divisions in each rack with space  
for five 12 inch records in each division.

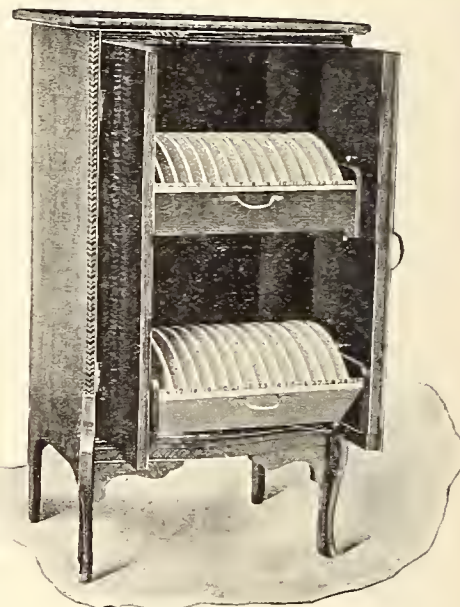
Total capacity, 150 12-inch records.

## No. 279—Genuine Solid Mahogany

Same style as 278.

Both Cabinets Highly Hand  
Polished.

Cabinet Work The Best Possible



No. 278, Open

## NEW PERFECTION ELECTRIC FLASH SIGN

This flash sign has been ap-  
proved by Fire Underwriters.

Constructed of wrought iron,  
antique finish.

Requires no special wiring or  
attention.

Cards can be removed at will.

Cheaper than any other illum-  
inated signs, requires only one  
16 c.p. lamp.



Sign with No. 7. Card

Burns only half the time, equiv-  
alent to only one 8 c.p. lamp.

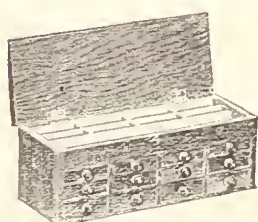
Signs are furnished with any  
one card as shown below. Nos.  
4 and 5 are furnished with 12  
changeable signs—one for each  
month. Special cards of three  
lines made to order.

Size of sign 31" x 18" x 7".

No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
EDISON Phonographs Cash or Instalments	VICTOR Talking Machines Cash or Instalments	HEADQUARTERS Edison and Victor Machines & Records	EDISON RECORDS Now on Sale.	VICTOR RECORDS Now on Sale.	VICTOR

## REPAIR PARTS CABINETS

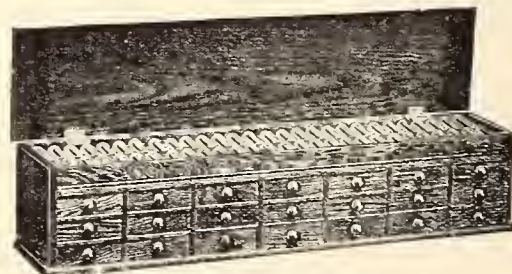
Have a place for everything and keep everything in its place and you will always find it.  
This rule can easily be followed if you have one of these cabinets.



12 Drawer with eight divisions in  
top for bottles. Furnished  
without bottles.



20 Drawer Cabinet with 36 divisions in top for  
bottles. Furnished without bottles.



21 Drawer Cabinet furnished complete with 56  
bottles in top of cabinet.



## LATEST NEWS FROM THE "HUB."

**Business All That Could be Expected—Talking Machine Salesmen's Club to Give Dinner Next Month—Sisters of Charity Amazed at Talking Machine—Talker Used in Charleston High School—Andrews' Auto Trip to New York—Phonograph in Unique Marriage Ceremony—Other Items of Interest.**

(Special to The Talking Machine World.)

Boston, Mass., July 6, 1906.

Business in the talking machine trade is very good for this time of the year, but it is not a good time of the year for business. This is about the secret of the condition of affairs here. No one is complaining, for everybody feels that he is getting all that is coming to him and that there is no more to be had anyway.

The Talking Machine Salesmen's Club is preparing for the big clam bake and fish dinner which is to be pulled off sometime next month at one of the beach resorts.

At the Oliver Ditson Co.'s store an interesting spectacle was witnessed this week when two Sisters of Charity who had not been out of their convent for sixteen years were brought in to hear a talking machine. Maybe their eyes didn't stick out, for the operator put in such records as the duets by Scotti and Mme. Sembrich, and Caruso and Scotti, etc., with lots of band music, and the two Sisters were amazed at what they saw and heard. Verily, the world do move in sixteen years.

The Charlestown high school has adopted the phonograph as a means of teaching French to the pupils, the deal being arranged by Mr. Freeman of the Eastern Talking Machine Co.

John H. Little, stock clerk at the Columbia Phonograph Co., died this week of consumption. He was 30 years old and very popular.

At the Boston Cycle & Sundry Co., Manager Andrews is arranging for an automobile trip to New York at the time of the Edison meeting, and will take quite a party with him, as his big

National car holds eight comfortably. Business at the Boston Cycle Co. is very good.

H. A. Winkelman, manager of the Oliver Ditson Co.'s talking machine department, has left for a three weeks' vacation at Onawa, Me. Some large trout, or else some large stories about them, are expected later. Meanwhile Mr. O. A. Piesendel is in charge of the department.

At the Columbia Phonograph Co. there is a great run on the new Columbia record, "Is It Warm Enough for You?" This piece is very catchy and takes well. J. A. Pyle has joined the force in the repair department, coming from the Detroit office.

Married in a shoe store, as a phonograph played the wedding march Tuesday night, Mr. and Mrs. James A. Reynolds, of No. 18 Temple street, are to-day receiving the congratulations of their friends on as novel a wedding as was probably ever witnessed in Boston.

July 30 Miss Edith M. Hook, of Concord, walked into the store of H. L. Purdy & Co., 44 Chambers street, and asked for Mr. Purdy.

"I want you to marry me," she told Mr. Purdy.

"U-u-uh! What!" gasped the startled Mr. Purdy.

Then she explained. She thought Mr. Purdy was a justice of the peace. A friend had told her so and had recommended him.

Mr. Purdy wasn't a justice of the peace, but he was willing to help the chic little woman, and he promised to find her a minister if she wanted to get married.

"And I've got to find a place where we can be married. We haven't much money, so we can't go to a hotel," she said, looking doubtfully at him.

"Then come right here," Mr. Purdy assured her. "I'll have the store open and the minister and witnesses here at 8 o'clock."

"All right," Miss Hook agreed. "Then I'll go and get the license," and she hurried away.

The Rev. Mr. Foster, of No. 44 South Russell street, consented to perform the ceremony. A phonograph was obtained with suitable wedding march records.

There were lots of customers in the store at

the time of the ceremony, and in the street there had gathered a big crowd.

The ceremony was very simple. The young people marched up before Rev. Mr. Foster, while the machine supplied the time-honored accompaniment. The service was read, the vows exchanged, and the two pronounced man and wife. The bride wore a pretty gown of alice blue and the groom a well-fitting suit of dark material.

## REVIEW OF TRADE CONDITIONS.

Business on regular lines has been slowing down for the past few weeks, which gives the manufacturers a chance to catch up on orders, of which they have availed themselves. On machines and records it is possible an opportunity for accumulating stock will be afforded, and, considering the drawbacks incidental to a shortage on the most salable goods, measures will be taken to avoid this in future so far as is possible. Jobbers, with an eye to having an anchor to windward, are working up an expanding trade on special goods, and their success is commensurate with their efforts. Export trade is strong, and orders of magnitude have been booked sufficient to tide over what appears to be several weeks of comparatively quietude. The horn situation is far from being dull, the manufacturers displaying a spirit of activity and aggressiveness quite surprising.

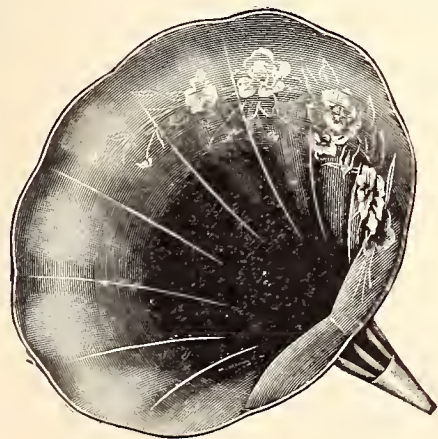
## THE EDISON COMMERCIAL SYSTEM.

The Travelers' Insurance Co., of Hartford, Conn., is using the Edison commercial phonograph system in their various departments. They have found it a tremendous time saver, a money maker, and commend it very highly. They have recently received some very flattering testimonials as to the merits of the commercial system from men eminent in all walks of life. The Home Trust Co. have just added the Edison business phonograph to the marvelous list of modern machines used by leading commercial houses in their equipment to-day.

# DECORATED

# Mega Flower Horns

## JUNIOR AND SENIOR SIZES



Colors and Decorations as follows:

Deep Crimson with Spray of Poppies

Deep Royal Blue with Spray of Roses

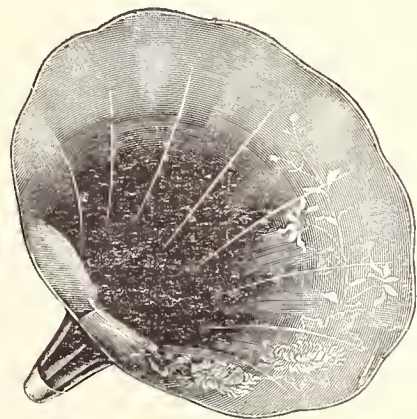
Deep Violet with Spray of Pansies

Ivory Black with Spray of Chrysanthemums

Gold Stripes, Gold Edge, Gold Neck

READY FOR DELIVERY ABOUT

JULY 15th.



**We predict for this Decorated Mega an Immense Sale. Attractive Prices will be made the Jobber and Dealer.**

**Correspondence Solicited**

NEW ENGLAND DISTRIBUTING HEADQUARTERS:

**THE EASTERN TALKING MACHINE CO.**

**177 Tremont Street, Boston, Mass.**

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES. Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS.



# NOTICE

**B**EFORE you place your fall orders for horns, be sure and examine our new lines of both plain and decorated

## **“Artistic Flower Horns.”**

They are by far the most attractive and best reproducing horns that have ever been designed.

Samples are now on exhibition at our factory, and we expect to start delivery next month.

These horns will be the sellers during the coming season. Write for prices.

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**HAWTHORNE & SHEBLE MFG. CO.**  
**PHILADELPHIA, PENNA.**



## TIMELY TALKS ON TIMELY TOPICS.

The active members of the traveling corps have ceased their wandering, for the most part during the past fortnight, and have been enjoying well-earned vacations. The "boys" have "dug up" a lot of new business during the year and have been a credit to themselves as well as to their respective companies. From what may be gathered it is certain new high levels on sales records will be made the coming season, and the "stars" of the staff will doubtless receive some pretty hard rubs by recent additions, who do not come into the trade altogether raw to the talking machine situation.

Within the past few weeks one of the leading manufacturing companies hit upon a novel and apparently efficacious scheme for testing the business acumen of store management and salesmanship. Unheralded they sent out a party in a well-appointed automobile to every dealer of any size in the Greater New York territory, who was charged to inquire about certain machines—not confined to their own product, by the way—records, machines, etc. The gentleman was waited upon in the usually courteous manner, and on leaving, with but few exceptions, his name or address was not asked for. The test customer had the appearance of a most desirable "prospect," nevertheless no steps were taken to follow up the business. With this experience before them the general sales manager of the company, which indulged in the "rubbering" expedition, has since been wondering how many sales are actually lost by the careless methods and inattention to details he uncovered in so simple yet so effective a manner.

The so-called "original" talking machine man is getting to be something of a joke in the business since he has been discovered as such a multitudinous person. If he is the first dealer, or jobber or salesman, and springs the fact on another veteran with like claims in one class or the other, then is he ranked on the level of the first talking machine itself, and already fifty, if not a hundred, "number ones" have been "discovered."

Why not an automatic rewind instead of the crank for winding up the springs in the machine? This question has frequently been asked. It is held that were the winding up accomplished automatically, the playing would be more even, and uniformity of operation is the *sine qua non* in a talking machine. Perhaps the experts, inventors, creators, originators, discoverers, improvers, etc., may answer this query.

Undoubtedly the National Phonograph Co. are entitled to the time and undivided attention of their guests—the Edison jobbers—at least for the days they are enjoying the bounteous, magnificent and unprecedented hospitality of the company. It is to be expected competitive "but-

ting in" will not be unheard of, but it might be managed so as not to be offensive, at least. A large number of the jobbers will probably stay over in New York, for personal and other purposes, for several days, if not longer, and then the people who desire to do a stroke of business can get in their work and no one can say them nay. The hustling will be aggressive to get hold of the men they are after, and the schemes to secure a part of their time, just to "take up that little matter," will doubtless be many and ingenious.

A brief paragraph in last month's World that an agency for the sale, if not the manufacture, of the Pathe Frere records had been established here, occasioned many inquiries. Several times news to this effect has been published, mainly through the activity of the promoters claiming to represent the famous French house and the disposal of its product, and possibly the organization of an American company to handle the line. But the rumors, when run down, have disappeared into a hole in the ground, with something or other pulling the orifice behind them. It is admitted, however, that the party who claims to have the Pathe option has sold a few hundred Caruso cylinder records of the P. F. make to a New York jobber. The remainder of the story is pure fabrication.

Of the growing prosperity and importance of the South American countries to the talking machine trade, travelers' advices and observations on the spot are strongly corroborative. For example, in a recent letter from a well-known maker of "masters," he advised his company in the United States that if certain records proved successful in the reproduction one firm alone would order 100,000, another 20,000, and several 15,000 each. The writer declared the sale of American-made talking machine goods was phenomenal, and that the market was in its infancy. The buyers, however, insisted upon high quality, and that the practice of sending inferior records or imperfect machines would be a dead loss. He intimated that a word to the wise should be sufficient.

One community is not like another as favorable fields for the sale of talking machine paraphernalia. It is conceded Pittsburg, Pa., Chicago, Kansas City and a few other places that might be named are exceptionally splendid localities. Baltimore, Md., on the other hand, is now referred to as "one of the slowest towns in the Union, but has prospects." Or, as one particularly well equipped talking machine man remarked to The World, after having established what is considered one of the finest stores in the City of Monuments, "Baltimore is now about where New York was eight years ago—just waking up to the possibilities of the business. It will be a great

field yet, if not soon; but at present extremely conservative, to say the least." The aristocratic old place was never known for its hustling proclivities; but it always seemed pretty well satisfied with itself and finally got there after a fashion, if not quite on four feet.

It takes about four months after the "master" is made before a record is ready for the market. For example, as one of the "talent" described it: "After making a successful record of a current summer song hit the other day, the laboratory manager informed me that it was one of the best I had ever recorded, adding, 'but do you know the record will not go into the bulletins much before December?' 'In that event,' I replied, 'I had better commence on my Christmas stuff right off.' I tell this incident leading up to the advantages which would be derived from an indestructible record that is nearing the last stages of completion. On this record, disc or cylinder, a song may be recorded and inside an hour duplicated and ready for delivery, so that the very latest popular pieces may be had when they are actually reigning successes and not when they are in the 'sere and yellow' stage, as now. Melodies of this kind, you know, are evanescent, not expected to last but a few weeks at the most, and as they are conceded to be the best sellers, it seems to me this new record product will fill a long-felt want. I have tested them, and they are the equal of the best known records now turned out, having the further advantage of such flexibility that the discs may be folded up like paper and forwarded in the mails without the slightest danger of damage." If this be all true, why this coming indestructible record must be a "consummation devoutly to be wished," as "Bill says."

Distinct novelties in the line of needles have been sent here from Germany during the past week. The samples represent an advancement in high finish and improved tone quality. Among those shown is one in which an ingenious device holds eight needles that play 1,000 records. Another about perfects the so-called glass needle, overcoming entirely the loss by breakage. Several soft-tone needles are included in this notable assortment, of which more particular information will soon reach the trade, but it is believed they may interfere with devices now covered by American patents.

The building on the northwest corner of Fifth avenue and Eighth street that the National Phonograph Co. recently purchased for their New York headquarters will probably not be occupied before the close of the year. Possession was obtained July 1, and the remodeling of the interior will proceed rapidly. Besides accommodating the departments now at 31 Union Square, quarters for the repacking and reshipping for export being done at 251 West Broadway, will be provided. When completed it will be the swellest talking machine office establishment in the world.

The suit in the German final courts on the alleged infringement of Petit's duplex record patent, being prosecuted by the Odeon Co., of Lon-

## Buy from Headquarters



We manufacture all styles of cases for all makes of machines. Carrying these goods in stock we can make prompt shipment. Our quality is the best—our prices are right.

Ask for our Catalogue.

**Chicago Case Mfg. Co.**

142-144 W. Washington St.

CHICAGO



don, Eng., on which argument was to have been heard, has been postponed to September 13. A similar case in the Austrian court of the first instance has been laid aside. In this country pleadings in a suit on the same patent have been made in the United States Circuit Court, Southern District of New York. As yet comparatively few duplex or double-face records are on the market, but in Europe and other foreign countries they are a staple line and cut something of a figure, consequently the judicial determination of prior rights, or even invention, is by no means of minor importance.

## HAWTHORNE & SHEBLE IN NEW YORK.

**Have Engaged Rooms During Edison Ceremonial Week at the Chelsea Hotel.**

During the Edison ceremonial week, the Hawthorne & Sheble Manufacturing Co., of Philadelphia, Pa., have engaged a suite of rooms at the Chelsea Hotel, 222 West 23d street, New York, where they will exhibit a complete line of horns and talking machine supplies. E. A. Hawthorne and William McArdle will devote their entire time during the week to the entertainment of the visiting jobbers, and that means a whole lot.

## RECENT INCORPORATIONS.

The Hawthorne & Sheble Co., No. 106 Market street, Philadelphia, Pa., have been incorporated for the purpose of manufacturing all kinds of records of sound, machinery, etc., for making and recording sound, etc.; capital, \$500,000. Incorporators: Horace Sheble, Mascher and Oxford streets, Philadelphia, Pa.; Ellsworth A. Hawthorne, Springfield, Mass.; Theodore F. Bentel, Nos. 435-437 Wood street, Pittsburg, Pa.

\* \* \*

The Powers-Hill Co. was incorporated at Albany last week to deal in, manufacture and repair furniture, pianos, phonographs, etc.; capital, \$10,000. Incorporators: Patrick A. Powers, No. 625 Main street; Amos T. Hill, No. 267 Franklin street; Sophia M. Klee, No. 157 Morgan street, all of Buffalo, N. Y.

## AMERICAN RECORD CO.'S PROGRAM.

**During Next Week—Will Entertain Visiting Jobbers With Some Notable Record-Making Talent—Those Who Will be in Evidence.**

The American Record Co. have prepared a special programme of recording this week, in honor of the visiting Edison jobbers at their laboratory, 241 West 23d street, New York. Each day of the convention of the National Phonograph Co.'s great distributing staff there will be an interesting list of new numbers played. Messrs. Collins, Harlan, Stanley, Billy Murray, Henry Burr and others of the "talent" will be making records, and no doubt the gentlemen who handle the goods made famous by these artists will be glad of the opportunity to meet them in propria persona. J. O. Prescott, of Hawthorne, Sheble & Prescott, sales managers of the American Record Co., will be on hand to look after the comfort of his guests, whose visit to the laboratory will be made unusually welcome.

## CASE WILL GO TO THE HIGHEST COURTS.

It is believed that the suit of the Victor Talking Machine Co. against the Talk-o-phone Co. will eventually go to the United States Supreme Court on a question of international law, which the lower and intermediate appeal tribunals are inclined to fight shy of. This particular question, the wise ones say, has never been determined.

## SCHLOSS & CO.'S ART RECORD CABINETS.

When the Edison jobbers are in New York it is likely they will improve the shining hours by looking around the trade and getting in touch with the market. While devoting this time to such a laudable purpose, E. Schloss & Co. would be pleased to have them look over their line of disc and cylinder record cabinets, shown in the

Exhibition Hall of the Sol Bloom building, 3 East 42d street, New York. They are made on art lines, and to sell quickly and profitably. A visit is worth while.

## NEW LIFE IN SAN FRANCISCO.

**Larger Business Than Ever in Prospect—Sherman, Clay & Co. to Have Great Department—Clark Wise and Kohler & Chase Plans of Campaign—Other Dealers in Line.**

(Special to The Talking Machine World.)

Sau Francisco, Cal., June 3, 1906.

Shortly after the fire much doubt was expressed regarding the future of the talking machine business in this city, at least in the prospect of its immediate revival. Developments since, however, lead to the belief that the talking machine trade up to the time of the fire was merely in the preliminary stage, and the resurrection of the business has taken place in a way that will make San Francisco and vicinity one of the largest markets for machines and records in the country.

Sherman, Clay & Co., for instance, early last month had in their Oakland store over 250 machines in stock as well as 55,000 records, and shortly after a full carload of machines and records were added to the line, necessitating the enlargement of that department. Of course, the fact that Sherman, Clay & Co. sell the goods, at both wholesale and retail, accounts for the unusually large stock carried by them, but that such a stock can be distributed in the stricken section speaks well for the demand. This company are making ample preparations for taking care of the talking machine trade in their new building in this city, which will be at Kearney and Sutter streets. The department will be located on the third floor, will contain a series of sound-proof rooms for record trying, a complete record library, and in all ways will be an ideal talking machine salesroom.

Clark Wise & Co. have also made special efforts to build up the talking machine end of the business, and over a carload of machines and records are ready to be placed in the temporary store on Van Ness avenue.

Kohler & Chase will shortly have their talking machine department installed in their new store at Fillmore and Bush streets. Both wholesale and retail departments will be located on the upper floor of the building, and will be under the management of E. N. Clintsman, as formerly.

Among the other dealers who are giving close attention to the development of the talking machine business are the Goodman store, at 1132

Valencia street; Benj. Curtaz & Son, on Van Ness avenue; Byron Mauzy, Peter Bacigalupi and R. J. Christophe, of 1019 Valencia street. The latter started in business since the fire, and has put in quite an extensive stock.

## OFFICIAL OPINION ON RECORDS.

**Administrative Decisions Not the Law of the Land—Matter Comes to Light in Connection With Discussion on Copyright Bill.**

(Special to The Talking Machine World.)

Washington, D. C., July 11, 1906.

Apropos of the bill introduced in Congress before its adjournment, June 30, to revise the copyright statutes, a controversy over the dutiable value of "masters" and records was carried from the decision of the Collector of Customs to the Secretary of the Treasury which involved the crux of the situation. The authorities held that a "master" was a manufacture of metal, which was conceded. It was also contended by the defense that a sound record was a "writing," the reproduction of which was heard by the ear, in the same sense that staff notation was usually interpreted and the meaning of raised letters for the blind was conveyed by feeling. Here were the three primary senses at issue with the talking machine record an entirely new citation. Under this presentation the defense therefore argued that talking machine or sound records were a "part of a musical instrument, hence dutiable at 45 per cent." The Government accepted this construction and classified the goods accordingly. At this point the defense, having control of the case, deemed it advisable to stop, as the customs officials could not appeal. Of course, this procedure is regarded as an official opinion of the United States Government, but the fact is overlooked possibly that administrative decisions are not the law unless reviewed by the courts.

## ROBT. L. LOUD'S INTERESTING RECITALS.

(Special to The Talking Machine World.)

Buffalo, N. Y., July 7, 1906.

Talking machine recitals are a rule with Robert L. Loud, who is agent for Edison and Victor machines and records. He takes advantage of various special occasions for bringing the machines to the attention of the public, and recently gave an excellent concert for the benefit of the Fresh Air Mission. In connection with the talking machine selections numbers are rendered on the player-piano which tends to enhance interest in the entire line. E. M. Paul has charge of the recitals and concerts.

# Cleapol Waterproof Metal Polish



**IMPARTS A LASTING LUSTRE**

**to all metals; will remove all Tarnish, Spots, Fly Specks, etc. Will not injure the hands; contains no acid.**

**NOTE.—All horns, etc., treated once with this polish can be kept in perfect condition always by using the CLEAPOL CHAMOIS SKIN.**

¶ Special discount now being given to jobbers and dealers.

¶ Write for Samples and price lists.

**THE CLEAPOL COMPANY**

**288 Springfield Ave.**

**NEWARK, N. J.**



# The VISITING JOBBER

---

are cordially invited to inspect our full line of horns at 89 Chambers Street, salesroom of the Douglas Phonograph Co., our distributors for this section.

---

**SEARCHLIGHT HORN CO.**

753-755 Lexington Avenue, BROOKLYN, N. Y.





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J. B. SPILLANE, Managing Editor.

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W. N. TYLER.

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Chicago Office: E. P. VAN HARLINGEN, 195-197 Wabash Ave.

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**SUBSCRIPTION** (including postage), United States, Mexico and Canada, One Dollar per year; all other countries, \$1.25.

**ADVERTISEMENTS**, \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$60.00; special position, \$75.00.

**REMITTANCES**, in other than currency form, should be made payable to Edward Lyman Bill.

**IMPORTANT.**—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.

NEW YORK, JULY 15, 1906.

A TRADE paper that is clean, wholesome and educational in its news columns, and at the same time instructive from a literary standpoint, is a help to any industry, and one of the best known men in the talking machine trade recently remarked before a company of gentlemen that the most helpful influence that ever existed in this industry is The Talking Machine World. It was certainly a high compliment, and one perhaps not fully deserved, but the aim of this trade newspaper has been to become a healthful and impelling creative force. We have only won our present strength through reciprocal support, and we can only hope to advance to a greater position of power through encouragement which we hope to receive through values which we offer our supporters in every part of the globe.

WE found it necessary on the fifteenth of the present month to advance the annual subscription price of The World to One Dollar. We believe there is no paper published which is putting forth a larger value to subscriber and advertiser than we are at the present time, and therefore, we believe, that our subscribers will not hesitate to admit that The World is well worth the trifling cost of One Dollar a year. In fact, we may say that we have received hundreds of letters from subscribers, who have urged us to advance the price, and many have not hesitated to say that they would willingly pay \$4 a year if necessary to secure the publication, for it contains matters of interest to them. Many more have taken advantage of the old price and secured themselves for some years to come. For instance, F. M. Barney, the well-known dealer of Elm Creek, Neb., writes us on June 18, as follows:

"Dear Sir:—I have rather expected you to raise the price of your Talking Machine World, as you have been giving more than the money's worth, and are now on a safe basis. I, however,

take advantage of the old price and include \$2.50 for five years advance subscriptions, for which please receipt me. Congratulating you on your successful publication, I am, Very truly, F. M. Barney."

TO be successful in any line, one must have ambition and dreams of high ideals to be attained and lived up to, and the policy of this publication at the start was "a square deal" for all. We have endeavored to stimulate and encourage trade. There is room in the conduct of a trade newspaper for the developing and displaying of good business traits, because a trade newspaper is closely related to industry, and its functions are infinitely superior to those of some of the daily papers which are forever presenting in glaring headlines the seamy side of life, and giving pages to a recital of the nastiness of the divorce courts and murder trials and scarcely a line to some of the inventions which have meant much to toiling millions. A trade publication largely appeals to the intellectual and thinking side, and it occupies today a very much different position in the world than years ago. The trade paper, properly conducted, should be clean and educational in its force, helping industry and emphasizing the advance made in inventive skill.

A READER asks: "Would you suggest advertising through the summer?" Of course we would. According to "Rusty Mike," a business can go along without much advertising, so can a boy go along without much eating, but he wouldn't grow very fast. The business that is not advertised gets along and it usually lands in the same row of graves with the farmer's mule. The owner of this human pile driver once conceived the idea of feeding his mule sawdust instead of oats. He got along all right for awhile, but just about the time he was getting used to it, he died. Business must have the oats of advertising—it cannot live otherwise, and any penny wise, pound foolish man who thinks that he can stuff this vitalized force with the sawdust called "I don't have to advertise," will wake up some morning and find the legal white crape, commonly known as the sheriff's notice, pasted on the door. In advertising, aim at the average citizen, and don't get rattled if the critic ridicules your copy, if it is sane. Remember that there are about seventy millions of average citizens, and perhaps a dozen critics of advertising.

THERE are some pretty big talking machine establishments in this country, and the problem of selling and maintaining a thorough sales-staff is an ever present one, for the manager is confronted constantly with the necessity of choosing from a large number of applicants. He must first study to serve the interests of the house in the talking machine field. It is important therefore that he should have a thorough and careful system of judging their capabilities and comparing their strong points. Experience in sizing up men, and reading human nature is not the sole essential by any means. Method is also necessary in the business of selecting recruits, and if the manager desires to save time and effort he is not particular, and feels satisfied that he has chosen from among the many applicants the most thorough and reliable man.

## Notice to Subscribers

On and after July 15 the Annual Subscription to *The Talking Machine World* will be ONE DOLLAR. Foreign Countries One Dollar and Twenty-five Cents.

ONE of the best tests in judging a salesman's efficiency is a question as to how he has handled the knotty problems of selling in the past. If conditions and character of the man seem to warrant it, it would pay to have him give an actual demonstration of how he would make a sale. The selling of talking machines, like everything else, requires clever, capable men, and the better the selling staff, the more business will be done, and the salesmen themselves should learn every possible point regarding their business. It was only recently that we were in a large talking machine establishment two weeks after new records were out, and yet some of the salesmen seemed in entire ignorance of any of the new records sent out by two or three of the leading concerns. Every month there are some specialties which people will buy instantly when their attention is called to them, and it should be the duty of salesmen to keep posted on new records, and to present their merits to their callers.

BUSINESS can be worked pleasantly and satisfactorily, and the best way a salesman can make money for himself out of the talking machine business is to make money out of his trade for his employer. The good things of life never come to men who are simply dreamers. No man ever succeeded unless he put more thought on his work than on what his proceeds would mean to him in the way of advancement and gratification.

WAREROOMS, too, should be attractive, and the instruments should not be set around in an indifferent manner. The display features are worth thinking over, and the more a dealer goes into the subject the more he can see the possibilities of betterment which will mean an increase in the money-making powers of talking machines, and it is the profit side that interests most men in business nowadays whatever their vocation may be.

CORRESPONDENCE from a number of cities shows that the talking machine business has kept up wonderfully well. One large jobber, in writing The World, says: "I have been more than delighted with my June business, and while I expect a little slowing up in July, I have got some novel means of pushing trade, which I think will keep business up in good form." That's the kind of spirit that makes trade.

DURING the visit of Mr. Edward Lyman Bill to Europe he consummated arrangements with W. Lionel Sturdy, a gentleman of wide experience in the trade paper and advertising world, who will act as representative of The Talking Machine World in London, England, and offices will be opened at a central point in that city at an early date.



## SOME LATE NOTES FROM CHICAGO.

(Special to The Talking Machine World.)  
World Office, 195-197 Wabash avenue,  
Chicago, Ill., July 12, 1906.

Manager Geissler, of the Talking Machine Co., is highly pleased with the business of the company since he took hold a few months ago. He has made five large new Victor dealers in Chicago the last two weeks and the initial order from the Cable Co. was one of the largest placed in Chicago. Mr. Geissler looks forward to a big business on the Land-O-Phone home recorder for disc machines for which they have been made distributors. They will be in a position to supply the trade with the new device by the time this issue of the World is out.

The first of the new Type B. M. graphophone to arrive here is on exhibition at the Columbia Phonograph Co.'s Chicago branch. The volume of sound is a mean between that of the B. C., Twentieth Century and the ordinary machine, and the price, \$75, will no doubt make it a remarkable seller.

H. L. Willson, manager of the Chicago branch of the Columbia Phonograph Co., is visiting headquarters in New York, and on his return will bring back with him Mrs. Willson, who has been spending some time at her former home in Pennsylvania. W. W. Parsons, of the Commercial Department, has just returned from the East, and E. C. Plume, who looks after the western jobbing interests, leaves this week for New York.

Mr. Thompson, manager of the talking machine and sporting goods departments at Rothschild & Co.'s, goes east on a buying trip the middle of the month. He reports a good business on the Thompson modifier, of which he is the inventor.

The Healy Music Co. are now thoroughly settled in their new location at Wabash avenue. Two handsomely finished private rooms on the main floor are devoted to talking machines. Besides the Zonophone, for which they are jobbers,

they also now handle the Victor and Edison machines in a retail way. The stock rooms are in the basement. Manager Faber, of the talking machine department, reports business as excellent.

The Chicago Case Manufacturing Co., 142-144 West Washington street, make a strong specialty carrying cases for every make of machine, both disc and cylinder, and also horn carrying cases and disc and cylinder record cases. The company carry constantly in stock what is probably the most complete line on the market, and special sizes can be promptly made to order, as the company have a large and excellently equipped factory. They also make an extensive line of band instrument cases.

## BUSINESS RUSHING IN SEATTLE.

Getting Trade Diverted from San Francisco—  
Difficult to Keep Stock Required—Johnston  
and Other Leading Dealers All Very Busy.

(Special to The Talking Machine World.)  
Seattle, Wash., July 3, 1906.

As a result of receiving a large portion of the talking machine trade temporarily diverted from San Francisco, the dealers of this city have been experiencing considerable trouble in keeping their stock up to the usual size. Not long ago one house received over 20,000 Victor records in a double shipment, and within a short time such inroads had been made into this immense stock that the company was short on many popular numbers. And as orders were taken for future delivery of the leading numbers, incoming shipments were depleted almost as soon as received. The record famine does not apply to any particular line of goods, for all are equally affected.

The outlook for continued good business in the talking machine line is excellent, everybody being busy.

The D. S. Johnston Co. have found that the low price of the Edison records (they are jobbers of the Edison goods) has proven a boon to the small dealers out of town, enabling them to

carry the entire catalogue with a comparatively small outlay of capital.

The other dealers, including Sherman, Clay & Co., Kohler & Chase, the Columbia Phonograph Co., Cline's Piano House and William Martins are all getting results from this branch of their business. Mr. Martins is the latest addition to the ranks, but he is holding his end up with the Victor line.

## JOHN KAISER'S GOOD TRIP.

A trip, covering one week each in New England and New York State by John Kaiser—"our old college chum"—for the Douglas Phonograph Co., New York, was fruitful of results, especially in securing a number of good sized orders for the Searchlight horn, on which the company controls the sale in the Eastern States. In Boston, C. G. Andrews, of the Boston Cycle & Sundry Co., has taken up the Searchlight extensively. Other jobbers are equally enthusiastic, according to the veracious J. K., who was shown many courtesies all along the line when calling on the trade.

## DEMAND FROM SOUTH AMERICA.

A great and growing demand for talking machine records for southern countries is in evidence. The American Record Co., Hawthorne, Sheble & Prescott, sole selling agents, Springfield, Mass., have received many favorable comments from their Mexican, Cuban and South American trade on their fine list of Spanish and Mexican selections by the Curti Mexican Orchestra, which appeared in one of their recent bulletins. The demand from the Spanish speaking countries is for high-grade musical numbers and operatic selections. Italian operatic records have as large a call as the strictly Spanish, or those of Spanish color.

Last week a single order of \$110,000 for machines and records was placed with the National Phonograph Co. by a New York City jobber. General Sales Manager Wilson is beaming.

## TO THE TRADE

We take pleasure in calling  
your attention to our new

Collapsible  
Flower Horn

MADE ENTIRELY OF SHEET METAL

This horn can be put together inside of three minutes and when not in use may be placed in a 6x20 carrying case. We guarantee this horn in every respect as to its wearing and accoustic qualities.

Owing to the increased demand for our product, we have been forced to move our plant to larger quarters at **9-11 Crawford St., Newark, N. J.**, and have installed new machinery to use heavier gauged metal in the manufacture of Flower Horns, which places our line as the strongest and best enamelled tinted Horn on the market.

**Jobbers are cordially invited while in New York to call at our offices and inspect our line.**

**NEW JERSEY SHEET METAL CO.**

**New York Offices, Billings Court, opp. Waldorf-Astoria, cor. 34th St. and Fifth Ave.**







## EDISON JOBBERS WHO ARE COMING.

List of Men from the Various States Who Will be in Evidence at the Invitation of the National Phonograph Co. This Week.

As referred to elsewhere in The World, every arrangement has been perfected for the entertainment of the Edison jobbers by the National Phonograph Co. this week. The headquarters will be at the Waldorf-Astoria Hotel, where the guests will register Tuesday afternoon. The completed list of jobbers who have accepted the invitation of the company and who will be present is as follows:

Germany—Thomas Groff, Berlin.  
 Canada—R. S. Williams, Jr., of R. S. Williams & Co., Ltd., and H. C. Stanton, Toronto.  
 Alabama—A. R. Boone, T. Williams, Birmingham; W. H. Reynolds, Mobile, Ala.; R. L. Penick, Montgomery.  
 Arkansas—S. M. Field, Little Rock.  
 California—F. J. Hart, of Southern California Music Co., Los Angeles.  
 Colorado—W. S. Ferguson, H. Shields, of Denver Dry Goods Co., and Thomas Hext, of Hext Music Co., Denver.  
 Connecticut—W. O. Pardee and H. L. Ellenberger, of Pardee-Ellenberger Co., New Haven.  
 District of Columbia—E. H. Droop, of E. F. Droop & Sons Co.; Sigmond Kann, of S. Kann, Sons & Co.; J. Macfarquahar and S. E. Philpitt, Washington.  
 Georgia—J. P. Riley, Atlanta Phonograph Co.; B. L. Crew, Phillips & Crew Co., Atlanta; A. C. Jones, Waycross.  
 Illinois—Fred K. Babson, of Babson Bros.; C. E. Goodwin and J. F. Bowers, of Lyon & Healy; J. W. Harrison, James I. Lyons, L. A. Olmstead, Samuel Insull, Edw. H. Uhl, Chicago; Eugene Zimmerman, Peoria; L. E. Caldwell and J. C. Caldwell, Quincy.  
 Indiana—W. E. Kipp, Kipp Bros. & Co.; Chas. F. Craig, E. A. Link, A. B. Wahl, A. P. Wahl & Co., Indianapolis.  
 Iowa—D. F. Hopkins, J. O. Hopkins, Hopkins Bros. & Co., Des Moines; Charles Stayman, Early Music Co., Fort Dodge.  
 Louisiana—E. H. McFall and F. J. Buckowitz, National Automatic Fire Alarm Co., and William Bailey, New Orleans.  
 Kentucky—C. A. Ray, Louisville; B. F. Magruder, Goshen.  
 Maine—E. H. Dakin, Bangor; W. O. Ross and F. C. Smith, Portland.  
 Michigan—E. Percy Ashton, Detroit; C. A. Grinnell and I. L. Grinnell, Grinnell Bros.; Max Strassburg, Detroit.  
 Massachusetts—C. G. Andrews and F. M. Linseott, Boston Cycle & Sundry Co.; E. F. Taft, Eastern Talking Machine Co.; E. E. Currier, Frank S. Boyd, William L. Veale, S. J. Francis, D. R. Harvey, C. E. Osgood, F. A. Bliss, Fitchburg; Thomas Wardell, Lowell; W. H. Bassett, New Bedford; J. C. Brickett and George W. Flint, Springfield; H. P. Emory, Worcester, Mass.  
 Minnesota—Thomas C. Hough, Minneapolis; G. H. Heinrichs, George W. Koehler, L. H. Lucker, C. Lucker, George W. Maire, O. P. Stickney, St. Paul.  
 Missouri—T. P. Clancy, P. E. Conroy, Conroy Piano Co.; A. G. Quade, E. B. Walthall, St. Louis; C. J. Schmelzer, Kansas City.  
 Montana—Frank Buser, Helena.  
 Nebraska—George E. Mickel and D. W. Shultz, Omaha; H. E. Sidles, Lincoln.  
 New Jersey—A. W. Toennies, Jr., and A. W. Toennies, Sr., Eclipse Phonograph Co., Hoboken; A. O. Petit, Edison Co., Newark; James K. O'Dea, Paterson, N. J.; A. F. Stoll and John Sykes, Trenton.  
 New York—R. Bernaniji, John W. Blackman, John F. Blackman, J. N. Blackman, Blackman Talking Machine Co.; P. L. Waters, Alfred Weiss, G. Vintschger, V. H. Rapke, William C. Shields, Lipman Kaiser and S. B. Davega, of S. B. Davega; Robert C. Ogden, of John Wanamaker; C. V. Henkel and A. P. Petit, of Douglas Phonograph Co.; J. T. Maclean, William M. Hollins, N.

Goldfinger, with the Siegel-Cooper Co.; Otto Lion, W. E. Peck, Sol Bloom, B. R. Barklow and F. G. Loeffler; Battini Phonograph Co.; A. H. Jacot, C. H. Jacot and Marc K. Mermod, of Jacot Music Box Co.; Charles Klimper, I. Davega, Jr., John P. Kelsey, Brooklyn; H. A. Gordon, H. S. Gordon, Winchester Britton, J. R. Bradlee, John Rose (Astoria), F. Bockhorst, New York City; P. A. Powers and Robert L. Loud, Buffalo; W. O. Crew and John N. Willys, Elmira; N. D. Griffin, Gloversville; William H. Davis, Kingston; Frank E. Bolway, Oswego; A. J. Deninger, John F. Griffin, G. B. Miller, S. T. Williams; W. J. Smith and E. B. Smyth, Rochester; W. C. Finch and W. E. Hahn, of Finch & Hahn; J. A. Rickard and J. W. White, Schenectady; C. N. Andrews and W. D. Andrews, Syracuse; W. F. Carroll, J. L. Fairbanks, Arthur F. Ferriss, William Harrison and M. C. Robinson, Utica.

Ohio—E. J. Heffelman and Charles B. Klein, Canton; Geo. Ilse, of Ilse & Co.; Howard E. Wurlitzer and Rudolph H. Wurlitzer, Rudolph Wurlitzer Co., Cincinnati; P. B. Whitsit, of Perry B. Whitsit Co., and L. M. Weller, Columbus; T. H. Towell, Cleveland; Edw. F. Dohso and Chas. F. Niehaus, Dayton; E. F. Ball and James Fintze, of Ball-Fintze Co., Newark; J. M. Hayes, Toledo.

Pennsylvania—G. C. Aschbach and M. J. Peters, Allentown; Henry Braun, Allegheny; William Werner, Easton; S. K. Hamburger, Harrisburg; T. W. Barnhill, of Penn Phonograph Co.; A. M. Collins, Louis Buehn, of Wells Phonograph Co.; Harry Goodman, A. C. Weymann and Harry W. Weymann, of H. A. Weymann & Son; Adolph Weiss, of Western Talking Machine Co.; H. F. Miller, John B. Miller and R. J. Minchweiller, Philadelphia; Theodore F. Bentel, of Theodore F. Bentel Co.; W. E. Henry, of Powers & Henry Co.; D. M. Wagoner and J. L. Wagoner, of Pittsburgh Phonograph Co., and F. Olmhausen, Pittsburgh; Edw. A. Gicker and O. F. Kauffman, Reading; G. L. Ackerman, J. Foster Davis and T. J. Foster, Scranton; M. V. De Foreest and W. C. De Foreest, Sharon; W. A. Myers, Williamsport.

Rhode Island—L. M. Darling and Charles Field, Pawtucket; J. A. Foster, S. A. Howland, Charles D. Rodman, J. Samuels, E. E. Saul, Eugene M. Sawin, A. T. Scattergood, E. A. Scattergood and H. Wonderlick, Providence.

Tennessee—A. R. King and Daniel Orndorff, Knoxville; F. M. Atwood, O. K. Houck, of O. K. Houck Piano Co., and F. E. Miles, Memphis; Olney Davies, Nashville.

Texas—C. B. Harris, Dallas; W. G. Walz, El Paso; D. Shepherd, Fort Worth; H. M. Holleman, Houston.

Utah—A. T. Proudfit and Clement Williams, Ogden; J. L. Daynes, Jr., Salt Lake City.

Washington—J. Carstens and W. H. Foster, Spokane.

Wisconsin—Hugh J. McGreal and L. E. McGreal, of McGreal Bros., Milwaukee.

## SEARCHLIGHT HORN IN GREAT DEMAND.

The Searchlight Horn Co., whose artistic announcement in last month's World attracted such widespread commendation, are again in evidence with another illustration of their horn which has won a tremendous vogue, judging from the way orders are coming in. The jobbers handling this specialty are receiving not only orders day after day, but appreciative words for this handsome creation. In fact, not only are inquiries reaching the manufacturers from all sections of the United States, but foreign countries have cabled asking for "rights." For instance, the Gramophone Co., of London, cabled at once, after the receipt of the last World, asking for "rights" for Great Britain, and negotiations are now under way. Perhaps nothing ever produced in the talking machine trade has made such a hit as the Searchlight horn, and those jobbers who have not investigated its merits will doubtless find occasion to call on the New York jobbers, the Douglas Phonograph Co., 89 Chambers street, during their visit to the city.

Henry B. Babson, president of the Universal Talking Machine Co., left New York for a hurried trip to Toronto, Can., Tuesday of last week, coming back Friday. The object of the journey was to establish a new exclusive Zonophone jobbing agency for the Dominion, R. S. Williams & Sons Co., Ltd., having relinquished the connection.

There is always a lull in the summer months, although many dealers and jobbers report a good demand for records particularly adapted to the vacation period. The American Record Co., of Springfield, Mass., are making a specialty of certain selections of the famous "Indians" for outdoor work. They consist of quartettes, duets, minstrel selections and several pleasing orchestral numbers for dancing.

The Universal Talking Machine Manufacturing Co., New York, recently received one of the largest orders for machines and records from Buenos Ayres, A. R., ever sent to the States. It will keep their factory running full up for a while.

## Syracuse Wire Record Racks.

A **Money Maker** for the jobber who sells them.

A **Money Saver** for both the jobber and dealer who uses them.

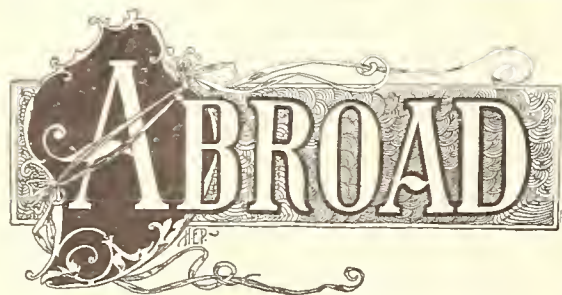
You are **Losing Money** unless you do one or both.

Better get in line if you are not already there.

Do it **now**.

**SYRACUSE WIRE WORKS,**  
**SYRACUSE, - - NEW YORK.**





(Special to The Talking Machine World.)

London, Eng., July 5, 1906.

Trade conditions in this city were never as satisfactory as at the present time. This view of things is based upon interviews with leading manufacturers, dealers and factors. Had it been December instead of July, the various houses could not have been working at greater pressure. This is not flamboyancy of statement but facts. Everything points to next season being the greatest in the history of the talking machine trade in this city.

\* \* \* \*

The Gramophone & Typewriter, Ltd., give me this exclusive paragraph for the benefit of The World: The Auxetophone, the invention of the Hon. Charles Parsous, of Turbine fame, is causing quite a panic among dealers throughout the world. Thousands are waiting anxiously for this machine, and the Gramophone Co. are giving to one and all a promise for early delivery in September.

\* \* \* \*

James H. White has tendered his resignation as manager and director of the National Phonograph Co. in this city.

\* \* \* \*

The Columbia Phonograph Co. are having erected some magnificent new offices in Oxford street. They will shortly be opened, and will be one of the finest buildings in the West End of London.

\* \* \* \*

S. W. Dixon, the popular manager of the Gramophone & Typewriter, Ltd., has arrived back in England from South Africa, where he has done splendid business for his company.

\* \* \* \*

The Gramophone Co. have raised the price of Caruso records from 10 shillings to 20 shillings. This is a most unusual thing to do, and I think they have made a big mistake.

\* \* \* \*

The sale of flower horns in England just now is enormous. They sell like "hot cakes." This next season will be a gold mine for go ahead lively dealers in these goods.

\* \* \* \*

One thing this summer season I am very glad to note wherever I go. There is no "close down" with the dealers. They are doing a nice trade, which I have always contended could be done with push, energy and discretion. The wholesale houses are co-operating with the retailer and the result must be pronounced a great success.

\* \* \* \*

The Neophone, Ltd., have just appointed one of the largest firms in Australia as their agents, in

Messrs. Tozer, Kemsley & Fisher. They have branches in Melbourne and Sydney, and will, therefore, be of considerable help to the Neophone Co.

\* \* \* \*

A. H. Brooks, late of the Nicola Record Co., has been appointed recording expert to the Odeon Co. This company is, of course, owned by the International Talking Machine Co. J. D. Smoot, who has been connected with the Odeon Co. for some considerable time, has been transferred to Berlin. He is now enjoying a well-earned holiday in the States before taking up his new post.

\* \* \* \*

The British Zouophone Co. have now moved into their splendid new premises, 43 City road. It consists of five very large floors. Mr. Long, the manager, informs me that since the reduction in the price of their records, the sales have been tremendous.

\* \* \* \*

The new Polyphone Supply Co., Ltd., have now acquired the good will and stock of the old-established firm, Nicole Freres, Ltd., Ely place, E. C. I wish them every success. They will not manufacture any disc or cylinder records, but will "factor" them only.

\* \* \* \*

The grand opera records put on the market by the National Phono Co. have been the greatest success they have ever touched on. Other noted singers will shortly be added to the list.

\* \* \* \*

The following companies are doing a bigger and better business now than they have ever done before. This should cheer up the real live dealer. Here is the list: National Phonograph Co., Ltd., Columbia Phono Co., Sterling (Russell Hunting Co.), Pathe Freres, Edison-Bell Co., Gramophone & Typewriter, Ltd., British Zouophone Co., Odeon Co. This don't show that the "talker" is dying out, eh?

\* \* \* \*

The Russell Hunting Co. have discovered a "new star" of sterling value in Miss Ella Retford. She was found at the Tivoli Music Hall in the Strand by Mr. Hunting. She is a native of Sunderland, and her specialty is coon songs. She asserts that her most successful song was the tremendous favorite, "Bill Bailey." She has just made six records for this company, including the "Little Rocking Chair." They are all excellent.

\* \* \* \*

Mr. Balcombe, the manager of Messrs. Barnett Samuel & Co., Ltd., in an interview, said that orders are certainly not as large as during the winter months, but, at any rate, the results conclusively prove that the summer trade is undoubtedly worth fostering. They are putting several new disc machines on the market, ranging in price from 35 shillings to £12 12s.

\* \* \* \*

The Gramophone & Typewriter, Ltd., gave a most successful recital at the Savoy Hotel recently. The arrangements and "get up" of the programme was excellent and reflected great credit on the management.

\* \* \* \*

The Edison-Bell Co. have just put on the mar-

ket three fine records by Chirgwin. They are absolutely lifelike, especially the "Blind Boy." They should sell by the thousand.

\* \* \* \*

The Columbia office graphophone has found a most appreciative public in London. A large number of the leading business houses in the city have had them installed. Mr. Wassley, the manager of this department, is making great strides for his company, and I expect shortly to hear that the office graphophone is to be found in every well conducted and up-to-date house.

\* \* \* \*

The Columbia Co. have just opened very fine new premises at 54 Market street, Manchester, where a brisk business is being done. Manchester is the very heart of the most densely populated industrial area in the world, and is in the north of England.

\* \* \* \*

The demand for the Edison productions in England has been so great that the National Co. have been compelled to drop the June American list of records, so that they can by this means catch up on orders of current stock. This is a remarkable statement for them to issue, but it clearly shows how great is the demand.

\* \* \* \*

Concerning the new "spun record" being brought out by the Edison-Bell Co., of Charing Cross road, which I mentioned in the June issue, Mr. Fox, the secretary of the company, told me that the new record would be of such a nature that it would "wear like iron." This, of course, does not imply that their present records are inferior to any on the market (from their point of view), but that the new process would considerably enhance the value of them.

\* \* \* \*

What a sight the Thames presented on Ascot Sunday this year! Everywhere we went we found the hundreds of steamers, houseboats and small crafts full of people, and in nearly every case you could find either a cylinder or disc machine on the boat. I never remember seeing so many "talkers" on fashionable boats, which should go a long way to prove to those false prophets that the talking machine business is not dying out.

F. PROCTOR.

M. Steinert & Sons Co., of Boston, Mass., the well-known jobbers of Victor machines, records and supplies, have been having splendid business during the past month. Under the able management of E. P. Cornell, their large store, located at 35-37 Arch street, has grown to be one of the leading "talker" centers in the East. This has been greatly due to their careful attention to dealers' orders and prompt return shipments. They are now handling a number of paying accessories in this line for dealers—one which they are themselves manufacturing and are featuring in their advertisement in this issue. These envelopes keep stock in condition and are made of a tough, transparent material which will wear like iron, and enable the user to see the number and name of the record without removing the cover.



## ATTENTION!

ARE YOU HANDLING  
**Denham Phonographs?**

If not, write at once and secure **SOLE AGENCY** for your town.

 **Our Great Summer Selling Scheme**

**is at your disposal.** It will double your business in records and more expensive machines in a month.

**THE EDWIN A. DENHAM COMPANY, Inc.,** 31 Barclay Street, NEW YORK  
BERLIN LONDON



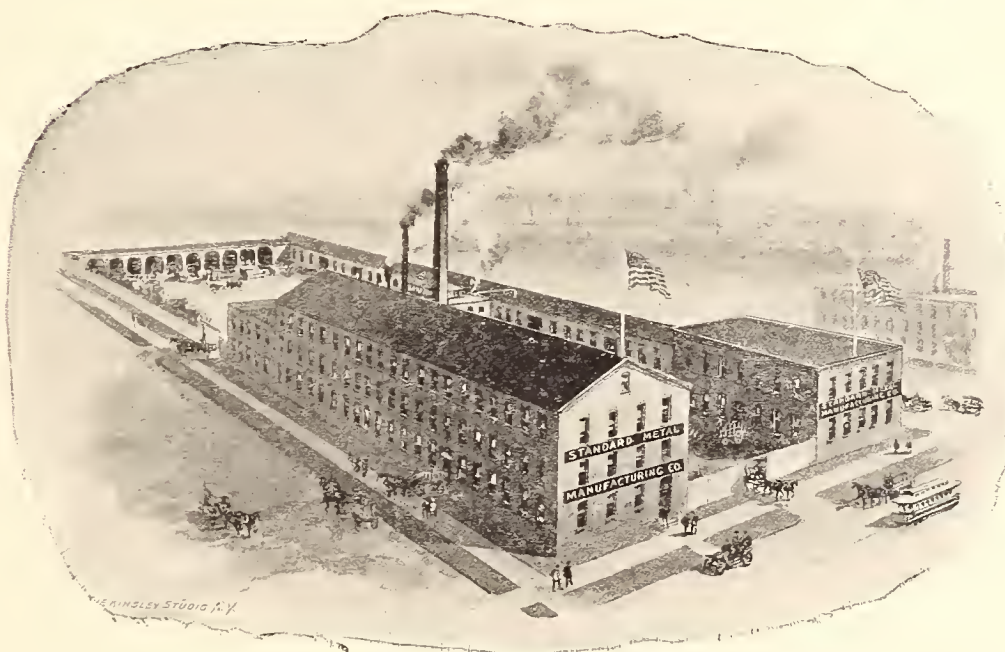
# Standard Metal Mfg. Co.

OFFICE AND SALESROOMS:

10 Warren Street

New York

U. S. A.



FACTORY: NEWARK, N. J.

**JOBBERS,** when in the City call at our Sample Room to see our Fall line. They will interest you.

our Catalogue is ready, it will assist you to sell our product

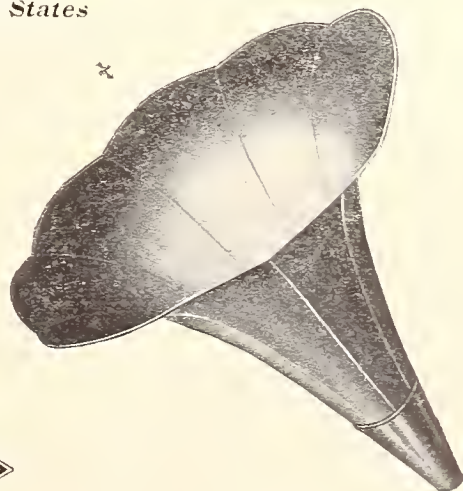
*We claim to have the largest and best line of Horns in the United States*

Will take pleasure in a personal interview or by correspondence.

TRADE



MARK





## TRADE NEWS FROM ALL POINTS OF THE COMPASS

Henry J. Hagen, of the Victor Talking Machine Co.'s New York recording laboratory, writes from Buenos Ayres, A. R., S. A., that the "talent" in that part of the world are not at all modest in their demands. Here, where an average artist is paid \$2.50 for a song or talk, there \$4.50 is demanded. One supposedly high-grade gentleman, who hailed from Milan, Italy, offered to record 100 songs for \$2,000. Henry says prices on everything are sky-high, double the New York schedule, excepting in the liquid refreshment line, if the native product is consumed.

"Doc" O'Neill, the star traveler of the Zonophone staff, who came East before the 1st, went to Boston, his home, to enjoy the vacation rest. It was in "bean town" that the Doctor studied and practiced dentistry. Since then he has graduated into the ranks of the talking machine hustlers with high honors.

The "Edison Business Record" for June is a clever number, with illustrations to match. The expansion of this department of the National Phonograph Co. is marvelous, for which Manager Durand is given full and deserved credit.

Max Landay, of the Land-o-Phone Co., New York, sailed for Europe on the 7th, aboard the "Lucania" of the Cunard line. He will return in five or six weeks, and will combine business with pleasure—mostly the latter.

A needle-feed sound box has been finished and placed on the market by a Western concern. It is an ingenious device, but how practicable remains to be seen. So far, the goods have been shown a few jobbers, with the trade at large knowing little, if anything, about it.

A consignment of 400 Edison phonographs and 20,000 records, shipped to the National Phonograph Co.'s Sydney, Australia, branch house, was lost on the steamer Oakburn, from New York, which was wrecked near Cape Town, Africa, May 21. The loss was covered by insurance. As soon as the company's foreign department learned of the loss it duplicated the shipment. A total of 1,746 cases of Edison phonographs and records were shipped to their Sydney branch in that month. This is excellent evidence of the growth of the Edison business in Australia.

A Packard high-power automobile has been acquired by Edward B. Jordan, the Brooklyn, N. Y., manufacturer of talking machine cabinets. His New York friends in the trade believe he must have had an extra streak of luck with the "bones."

W. A. Lawrence, of the Standard Specialty Mfg. Co., who was in Boston the latter part of June stirring up the home situation, which is attracting marked attention these warm days, returned to New York in time to fittingly observe the "day we celebrate" and with a lot of good orders booked for early delivery.

Among the enterprising subscribers to The World in South America are Figner Irmaos, of Sao Paulo, Brazil. They are doing an immense business not only in American talking machines and supplies, but in all kinds of specialties. Their establishment is popularly known as the Casa Edison. They also publish a monthly paper called "The Echo," which contains much of general interest.

She—"Did you ever see the Homer twins?" He—"Yes." "Don't you think the boy is the picture of his father?" "Yes, and I also think the girl is the phonograph of her mother."

E. P. Cornell, manager of the talking machine department of the M. Steinert & Sons Co., the wholesale and retail piano house of Boston, Mass.,

who have branch stores in several other New England towns, was married last month and is now on a month's wedding trip.

Jones, Floyd & Co., of Ritchfield, Utah, are among the enterprising representatives of the Edison goods in that section of the country. Of course, they are World subscribers; in fact, every live house in this country as well as in South America and in Europe is numbered among our supporters.

The four stores of the Powers & Henry Co., Pittsburg, Pa., are spoken of by the traveling men as among the finest in the country, and their particular locations as chosen by a genius for trade.

Rumors are rife that many Edison jobbers of ordinary abstemious habits and inclinations are preparing to hop off the water wagon promptly on their arrival in New York this week, viz., July 17-20, but not before. Months have elapsed since a number of this engaging fraternity have indulged in the "waters of Bacchus," but the time of their deliverance from bondage is joyfully hailed as now at hand.

When the late Tamagno was singing in "Trovatore" many critics considered his method too strenuous and one of them said: "C'est Tamagnifique, mais ce n'est pas le chant!" It is curious how much sweeter the late singer's voice appears under the subduing influence of the talking machine.

Tom Murray, of the traveling force of the Columbia Phonograph Co., general, known everywhere for the size and character of the orders he corrals, was in New York early in the month consulting with Walter L. Eckhardt, manager of the wholesale department on the acceptance of several new jobbing accounts. Mr. Murray took great pleasure in calling on his many friends in the various branches of the business in and outside of his own company, and was given a cordial reception.

W. S. Long, of the phonograph department of F. T. Evans & Sons, Delaware, O., gives an open air concert every Sunday afternoon during the summer at the Mineral Springs, near that city. The music is of a religious and classical nature, and includes the latest pieces in both Edison and Columbia records.

The reports of the illness of Leon F. Douglass, vice-president of the Victor Talking Machine Co., Camden, N. J., are not of an alarming nature. Many inquiries from the principal centers have been received, indicative of the esteem in which he is held by the trade at large.

Robert L. Loud, one of the best-known music dealers of Buffalo, N. Y., is spoken of by the traveling men as qualifying to have one of the best talking machine departments in connection with his store in that city. He is giving the business his close attention, and the best results are predicted.

We have recently been shown a new compartment needle box that is a practical article of considerable merit. A patent has been obtained on the box, and other patents are pending. The patentees, Hawthorne & Sheble Mfg. Co., of Philadelphia, expect to have the boxes ready for the fall trade.

The Breslin House has been settled upon by the leading travelers in the trade as headquarters when in New York. It is centrally and advantageously located at Broadway and 29th street, and its appointments are up to date, being a comparatively new hotel.

The Columbia Phonograph Co. will have a splendid representation of commercial graphophones at the third annual business men's show to be held at Madison Square Garden from Oct. 27 to Nov. 3.

"Punch," in the character of a persistent week-end, complains that "it is practically impossible" to get any decent asparagus or up-to-date talking machine records in the neighborhood. The result is that two chauffeurs have left the week-end in two months.

At the recent sessions of the Interstate Commerce Commission held in Philadelphia, five commercial graphophones were used in getting out the daily reports of the proceedings.

"What's dat de orchestra was playin'?" asked the heavy-set young man with loud clothes.

"De programme says it's scraps from Wagner."

"Well, I knowed dey had a prize fight in de kinetoscope, but dis is de fust time I ever heard of one bein' set ter music. But judgin' by ear dis felly Wagner must be a daisy scrapper."

The current issue of Joe Chapple's National Magazine has a very interesting story showing how the Congressional reporters get out their copy by means of the graphophone.



## THE MELLO-TONE

Makes a Musical Instrument out of a Talking Machine.

The addition of the Mello-Tone perfects the Disc Talking Machine and makes it an enjoyable Musical Instrument for the home and parlor.

With the use of regular Victor Needles and the Mello-Tone everything that is on a record is brought out clear and distinct, though in soft mellow tones that are simply perfect. The Mello-Tone is easily attached or removed. Nothing to get out of order and will last as long as the machine does.

For the Victor and Zonophone Machines only.

FOR SALE BY ALL LEADING JOBBERS  
RETAIL PRICE \$1.50 EACH  
**MELLO-TONE COMPANY, 40 Harrison Ave., SPRINGFIELD, MASS.**

## M. Steinert & Sons Co. Victor Distributors

¶ Largest stock of *Victor Talking Machines* and supplies in the East. ¶ All orders shipped the day received. ¶ *Dealers should write for prices and samples of our disc record envelopes.*

35-37 Arch Street

BOSTON, MASS.



**VICTOR CO. VS. KEEN CO. SUIT.**

Letter from David Keen, President of the Keen Co., Regarding This Litigation, Which Is Not Entirely in Conformity With the Facts as Revealed by Horace Pettit, the Well-Known Attorney—Letters Speak for Themselves.

Philadelphia, July 2, 1906.

Editor The Talking Machine World:

Gentlemen—The following subject may be an interesting one to you—the Victor Talking Machine Co. versus the Keen Co. in a pretended infringement on their disc record. The preliminary trial came off the 28th day of June in the Eastern District of Pennsylvania, before Judge McPherson.

The following is a correct occurrence: They sued us on the U. S. patents No. 334,533, 548,623. One of the patents, being an old method of making a disc record, was thrown out by the court and by their own attorney, Mr. Pettit, as records are not made to-day under that process.

Second patent being on a machine on a free swimming stylus, particularly claim 5-35, their counsel trying to mislead the court that the record is a part of said claims. The judges in Pennsylvania, knowing a little about talking machines, and the decision was rendered as follows:

The judge said: "I will not decide this case, but upon a bond of the complainant I will restrain the defendant so that it shall go up to a higher court."

The defendant was well represented by E. H. Hunter and R. M. Hunter, expert patent attorneys. It was immediately appealed. Gentlemen, if you wish to print this article in your paper, you will please not misconstrue any of these statements. Yours very respectfully,

THE KEEN CO., David Keen, Pres.

\* \* \*

RE-VICTOR T. M. CO. VS. THE KEEN CO.

Philadelphia, July 5, 1906.

J. B. Spillane, Esq., Man'g Editor:

Dear Sir—Replying to your favor of the 3d inst., asking for a brief summary of the above suit, and the result of the motion for preliminary injunction, would say that this suit was brought by the Victor Talking Machine Co. June 21, 1906, to restrain The Keen Co. from infringing the complainants' Berliner patents by selling talking machine records at a less price than that at which the records were licensed to be sold to the public. An order was entered on the same date that a motion for preliminary injunction be heard before Judge McPherson, in the U. S. Circuit Court for the Eastern District of Pennsylvania, on June 26, 1906, subsequently changed to June 28, 1906. On the latter date the motion for preliminary injunction was fully argued before the court based upon infringement of claims 5 and 35 of the Berliner patent No. 534,543 for Gramophone, of which the record is an important part. The complainant was represented by myself, and the defendant by Mr. Ernest Howard Hunter, of this city.

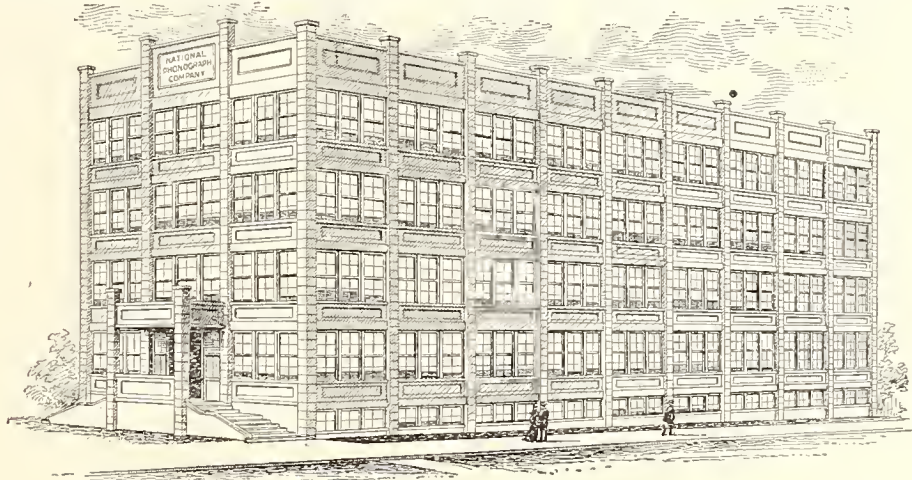
The defendant contended that because Patent

No. 548,623 had been decided by Judge Hazel to be restricted to the particular material of which the record was composed, which defendant did not use, that, therefore, the complainants had no right to claim restrictions upon the sale of records. Judge McPherson, however, in an opinion from the bench, decided that the complainants were entitled to a preliminary injunction based on their contention that the record was an essential part of the claims of the Berliner Patent No. 534,543, which had also been adjudicated by Judge Hazel and sustained in the suit of the Victor Talking Machine Co., et al, vs. The American Graphophone Co., September 28, 1905.

In accordance with this decision a decree was entered by Judge McPherson for the complainants on June 29, 1906, restraining the defendant, its associates, etc., from directly or indirectly, selling, or causing to be sold, or advertising for sale, or in any way disposing of talking machine records of the complainant's manufacture, forming part of claims 5 and 35 of the Berliner Patent No. 534,543, at a less price than the price at which the same are licensed by the complainants to be sold. A bond of \$2,500 was entered by the complainant. I think this will give you the information that you want and will be pleased to give you further data upon hearing from you. Yours very truly, HORACE PETTIT.

**NEW OFFICE BUILDING AT ORANGE.**

The new concrete office building of the Edison companies at Orange, shown below, is rapidly nearing completion. The time department has



THE HANDSOME OFFICES OF THE NATIONAL PHONOGRAPH CO., ORANGE, N. J.

already taken possession of its quarters on the ground floor. The departments that are to occupy the first and second floors expect to move in before August 1. The third and fourth floors will be occupied later.

This building is practically five stories high, for the basement floor is almost entirely out of ground. It is 137 feet along on Lakewood avenue and 50 feet deep. A hallway runs the full length of the structure on each floor, with offices on either side. The building will have a complete elevator service and every modern equipment for business. It is built entirely of re-enforced concrete and is absolutely fire-proof.

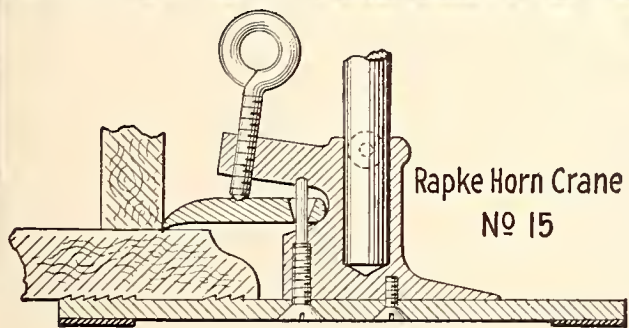
**"TALKER" AS AN ENTERTAINER.**

Pathetic Story of How the Talking Machine Brought Comfort and a New Life Into the Home of a Paralytic—Prays That It May be Introduced Into Every Hospital and Institution in the Country.

"I had never been a talking machine enthusiast," said a well known musician, "notwithstanding my ability to see how the development could bring about some remarkable conditions in the musical world, and by this I mean in the musical world of culture, but I ran into a talking machine situation which made me think in one moment that if nothing else were ever accomplished, no greater godsend had ever been thought of. The story is told very simply, but it leaves something to think about with every one who can feel for a fellow being deprived of health and liberty to go and come according to his own sweet will. I saw a home where the mother had been confined to her apartment for over ten years, a paralytic, but fully alive to the life outside. Her family was grown and in homes of their own, but for one exception. This son decided there must be some way devised to entertain her and as she had been a music lover and no way to have music in the home at command, he resolved to invest in a talking machine. The investment proved the best one that any human being ever dropped on to, as the old lady never tires because she is interested in every side, including the comical stories and vaudeville sketches, as well as every musical

record available. She has become perfectly intimate with composers and the different singers and she looks forward with the greatest delight to the next record that will come into the house. Yes, the talking machine has won its way into my heart. I cannot think of a more wonderful ray of light into the room of an invalid. I wish I could make everybody see it from this standpoint, I would make a petition that it be introduced into every hospital and every home and institution in the country."

A new Columbia phonograph store has been opened in Holyoke, Mass.



one half actual size

Retail Price, \$1.50 Dealers' Price, \$1.00

**VICTOR H. RAPKE, Manufacturer, 1661 Second Ave., N. Y.**

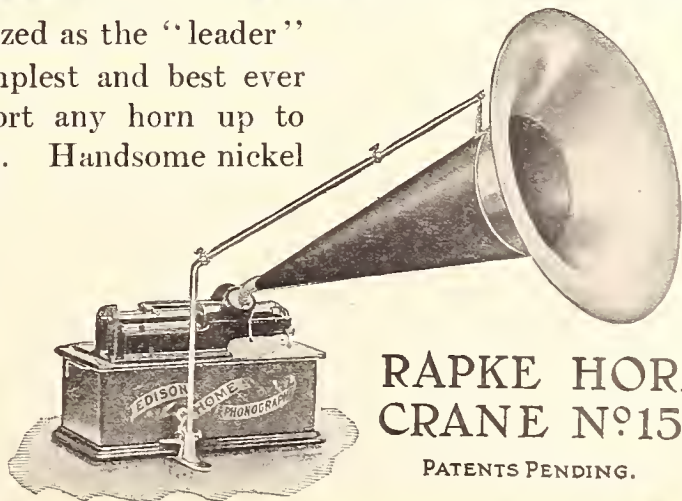
Rapke is now manufacturing labels for Edison, Columbia and Victor Records.

Jobbers while in New York Should Make it their Business to call on Victor H. Rapke

**Rapke Horn Crane No. 15**

Universally recognized as the "leader" in horn supports. Simplest and best ever produced. Will support any horn up to and including 36 inches. Handsome nickel finish throughout. Fits into small space.

**Order Through Your Jobber**



**RAPKE HORN CRANE No. 15**

PATENTS PENDING.



## EDISON JOBBERS AND DEALERS SUED.

Test Case Argued—Snap Judgment Fails—Decision Reserved—Great Array of Counsel.

When the New York Phonograph Co., through Samuel F. Heymann, their attorney, served bills of complaint on a large number of Edison New York jobbers and dealers, in which an injunction was asked to restrain them from selling Edison machines and records, besides to render an accounting, and in which damages in each case to the extent of \$10,000 was demanded, those not cognizant of the actual conditions of affairs were misled into believing ruin was staring the National Phonograph Co., who defended the suits, in the face. There is no question the points in controversy are complex.

Since the decree was issued by the Court of Appeals such further proceedings taken emanated from the New York Phonograph Co., consisting, as the defense puts it, "mainly of sensational statements in the daily press, in which the amount of damages was placed at \$10,000,000; and as Mr. Edison's name was invariably mentioned as the principal, if not the sole defendant by inference, the yarns were evidently framed up to frighten the dealers and jobbers handling the line of the National Phonograph Co. As a general proposition, no one can say what will be the outcome of any kind of litigation, but the foregoing statement reflects the consensus of trade opinion, as expressed privately and at meetings in which the matter was specifically discussed. The legal aspects of the case are laid down on opposing lines, of course, by the attorneys on both sides, and of which the court is the sole arbiter."

It is evident, however, that the final stages of this celebrated suit, now before the trade for years, was entered upon on June 21 in the Supreme Court of Westchester County, at New Rochelle, N. Y., before Justice Keogh. A case each of a New York City jobber and a dealer was selected by the defense for a test on the questions at issue. Preliminary to argument the complainants wanted the court to grant defaults in all the other cases filed and injunctions issued, but the request was peremptorily refused. Counselor Heymann contended that the New York Phonograph Co. held a right in perpetuity to patented as well as to unpatented inventions of the National Phonograph Co. It was pointed out, in reply, that Judge Hazel decided they were not entitled to the Edison patents in perpetuity, but a right only to those acquired by the old North American Co.

The National Phonograph Co., Judge Hatch making the principal argument, attacked the motion for injunction and an accounting on the ground that the pleadings were insufficient to warrant the extraordinary relief asked for. They also contended it was a patent case, and therefore the State courts had no jurisdiction. Decision was reserved.

A great mass of affidavits was filed by the defense, covering all phases of the case, submitted by Charles H. Buckingham, Frank Dyer, William Pelzer, attorneys; Thomas A. Edison; W. E. Gilmore, president National Phonograph Co., and a number of others in various positions and departments of the company. The volume containing the affidavits and descriptions and illustrations of the exhibits is four inches thick. The

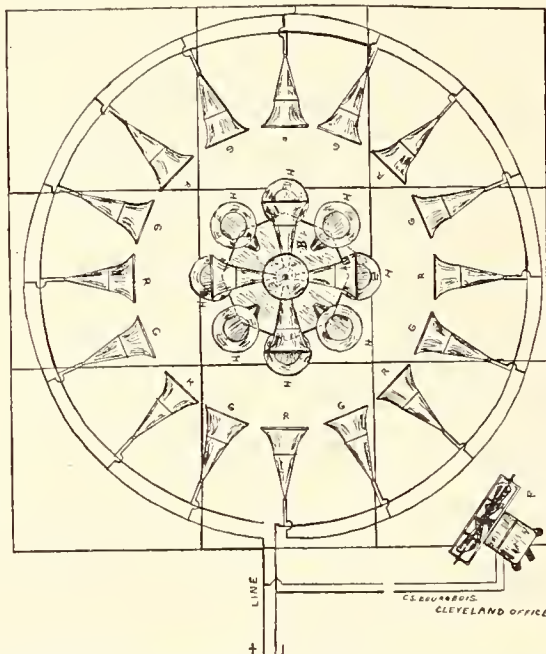
complainants were granted until June 26 to reply to these affidavits.

Samuel F. Heymann and another appeared for the New York Phonograph Co.; Judge E. W. Hatch, formerly of the New York Supreme Court, and of Parker, Hatch & Sheehan; Chas. L. Buckingham and Chas. M. Hough, recently appointed the new judge of the United States District Court, Southern District of New York, by President Roosevelt, for the National Phonograph Co., et al.

## CLEVER WINDOW DISPLAY

Of the Cleveland Branch of the Columbia Phonograph Co.

Clever window displays of talking machines and accessories are quite the thing nowadays and the various branch store managers of the



Columbia Phonograph Co. are vying with each other to produce effects that demand attention.

We illustrate herewith the plan of a horn display recently carried out at the Cleveland store of the company under the direction of Manager Probeck.

The central figure is a series of horns upon a revolving base, the motive power of which is an electric fan placed in a corner of the window. An octagonal base is best suited to the display of the horns. Surrounding this movable portion is a circle of stationary horns. Those marked "R" have red lights and those marked "G" have green lights. All horns used must be of aluminum, as brass casts a yellow reflection and detracts from the beauty of the lights.

## NORCROSS TO MANUFACTURE

A Coin-Operated Machine Which Is Very Unique.

T. W. Norcross, recently associated with Peter Bacigalupi, San Francisco, before the "quake," in his slot machine department, has now located in New York. He is the inventor of a coin-operated device whereby the record is illustrated as well as heard, and arrangements are now being made for manufacturing it on a large scale. Mr. Norcross is also the patentee of a new horn crane, which is described as one of the neatest, most compact and reliable articles on the market.

L. Kaiser, of S. B. Davega's talking machine department, has its exclusive selling agency East. For twenty years Mr. Norcross was in the theatrical business, being stage manager at the New York Casino during the Aronson regime, and is a man of diversified talents and a history.

## A NEW LINE OF HORNS.

The new line of art or dull finish horns—in various colors, solid, flower, etc.—just put on the market by the Standard Metal Manufacturing Co., 10 Warren street, New York, are the finest and best finished goods this enterprising concern has produced. Their shape, large size and gradual taper, is conducive to give better tone results, while the handsome decorative effects are not excelled. The company's new catalogue furnishes the particulars of the Standard horns, of which they aim to manufacture the largest variety and highest grade. Several interesting interior views of their factory in Newark, N. J., are shown in the catalogue, a creditable contribution to trade literature, though the first issued.



## OUR CYLINDER RECORD CABINET NO. 30

Is one of the handsomest Cabinets on the market, being well proportioned, has French Legs, Five Drawers, holds 150 Records. Golden or Weathered Oak or Mahogany Finish.

Write for Catalogue and prices or ask your Jobber for the Feige Cabinets.

FEIGE DESK CO.,

2073 Genesee Ave., Saginaw, Mich., U. S. A.



## The House of York

Is not only noted for the manufacture of

The Best Band Instruments

on earth, but for the publication of some of the

Best Band and Orchestra Music

in the market. The pieces named below are published for both Band and Orchestra; we shall be pleased to send you our complete catalogue, price-list and sample parts on request.

Remembrance March, Walter Lewis; Mazie Waltzes, Ellis Brooks; The Morton March, Ellis Brooks; The Minstrel King March, Jos. Norton; Little Nugget Overture, Geo. D. Barnard; The Emblem, Solo for Trombone, Baritone or Cornet, Ellis Brooks; Golden Leaf, Solo for Trombone, Baritone or Cornet, Geo. D. Barnard. And many others besides. Remember the address,

J. W. YORK & SONS  
GRAND RAPIDS, MICH.

## STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.



THE BAUER CO., 1410 North Sixth Street, Philadelphia, Pa.

## "Phonographische Industrie"

GERMAN TALKING MACHINE MONTHLY

Ask for a free sample copy

Charles Robinson  
Editor and Prop.

Berlin = = = Germany  
Breite Strass 5

## The Imperial Record

which, as everybody knows, is the best made,

is now retailed at

Sixty Cents



## TRADE NOTES FROM WHEELING.

Conditions Satisfactory—Bard Bros. in New Quarters—W. H. Hug Visits the City—Some Notes of Interest from West Virginia.

(Special to The Talking Machine World.)

Wheeling, W. Va., July 6, 1906.

Conditions in this city are very satisfactory considering the season of the year. While the volume of sales are small in proportion to those of last summer the quality of business is extremely gratifying. The best people of the city are buying high grade outfits for their summer homes and it would seem as though the fall and winter business will be a winner. During June, Bard Bros., the exclusive talking machine concern, purchased the small goods and sheet music stock of the Hoehl & Gieseler Piano Co. Through this deal they secured immediate possession of the entire building located at 1045 Main street. This building will be remodeled and fitted up as an exclusive talking machine store. In connection with this they will continue the sheet music department, taking advantage of their immense record trade, which will no doubt have its effect upon popularizing many of the new songs. The Market street store will be continued the same as before.

Mr. Phillips, the manager of the C. A. House talking machine department, reports very good business, and says that when he comes back from his vacation he expects to make things hum in his department.

The F. W. Baumer Co. are enjoying prosperity for this season of the year in their talking machine department. One of the recent trade visitors was W. H. Hug, representative of the National Phonograph Co. This was Mr. Hug's first visit to the trade as representative of the Edison product. He made a most pleasing impression upon the dealers of this city, and there is no doubt but this genial gentleman will inspire the Edison dealers of this section to put forth greater efforts than ever.

Mrs. Nelson, formerly at the head of the talking machine department of the Hoehl & Gieseler Piano Co., has left for a vacation of several months to be spent at her home in Maine. After recuperating in the State of forests and lakes she will return to this city, having accepted a responsible position with Bard Bros.

## INITIAL LETTER POST CARDS.

The initial letter post cards which are being put out by the Rotograph Co., 684 Broadway, New York, are proving big sellers. The talking machine men are handling these specialties as well as other stores throughout the country, with great success. The cards consist of one large letter, outlined distinctly in a black border, inside of which are real photographs of famous stage beauties.

All the women dear to the heart of the public find a place in this gallery of initial letters. From Anna Held, Lillian Russell and Edna May to Maxine Elliott, Viola Allen and Mary Manning, the variety is certainly one to satisfy any and every kind of taste. Some very clever young women have discovered in these post cards a novel value. Indeed, one little lady in a Connecticut town has been able to get ideas upon a very effective manner of dressing her hair from the pictures of the various actresses shown on these cards.

Besides the real photographs on the initial letter post card there are artistic designs of fruit and flowers which decorate the frame of the letter. Letter I is decorated with iris, N with narcissus, Q with quinces, E with edelweiss, G. with geraniums, B with blackberries, V with violets, L with lilies, M with marguerites, etc. These designs are daintily unconventional and attractive.

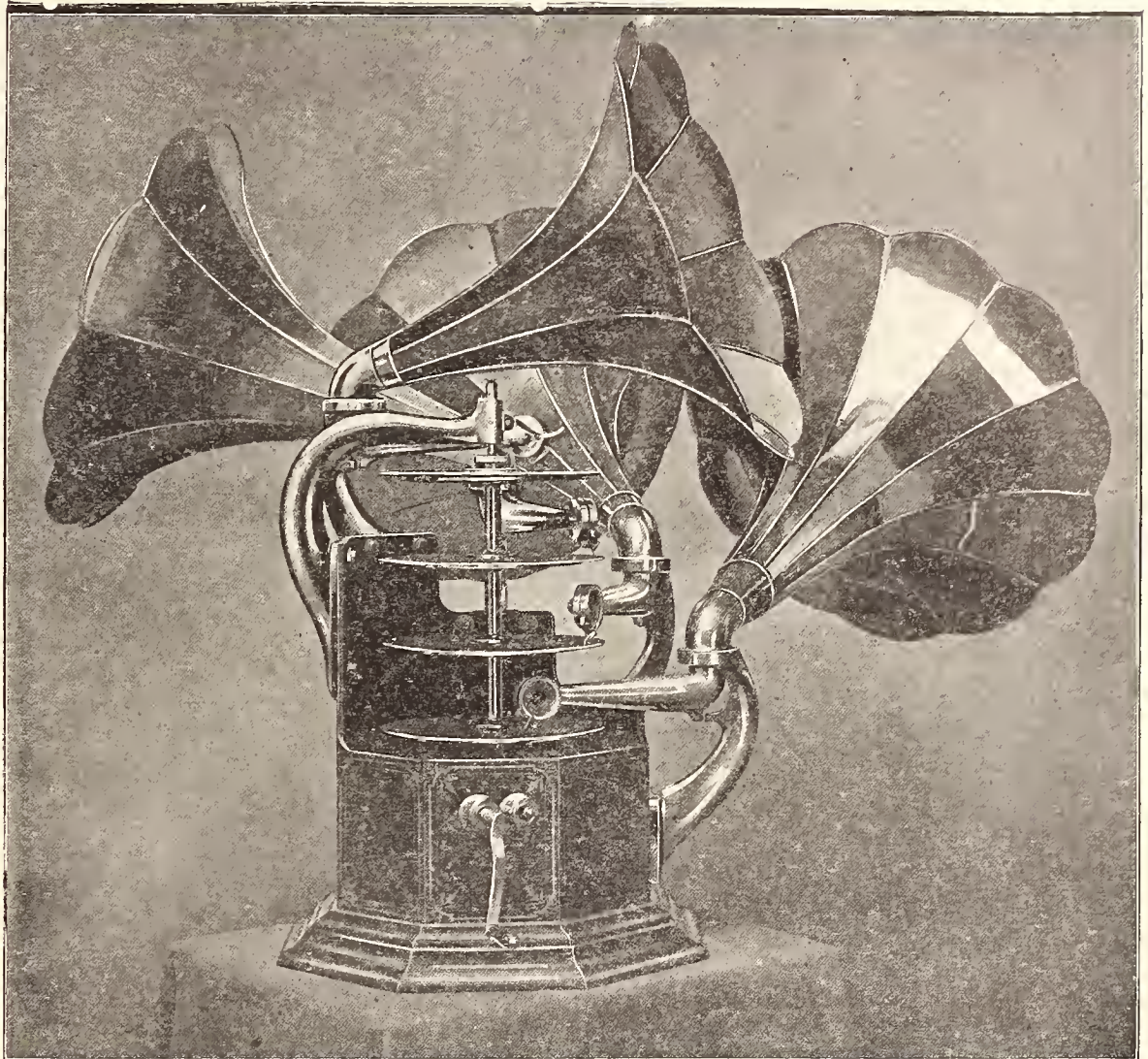
One way in which these cards are adapted to the needs of novelty-loving Young America is this: A card is sent to a friend every day until the initial letters spell a word. Sometimes a message of more than one word is sent in which case a day must elapse, as space between two words.

## GRAPHOPHONE FOR MILAN.

Remarkable Instrument Completed by Columbia Graphophone Co. for Great Exposition at Milan, Italy to Celebrate Opening of Simplon Tunnel.

The Columbia Phonograph Co. have just completed a special graphophone made for display at the great exhibition to be held in Milan, Italy,

apt to characterize Italy as the land of song and story, ignoring the fact that the industrial development within the past ten years has been simply marvelous. In the silk and cotton industries Italy has won great fame, as well as in such newer industries as electric chemistry and electrometallurgy. This new graphophone made by the Columbia Co. is something entirely unique, and is destined to win no inconsiderable share of attention from the visitors to this great exposi-



REMARKABLE GRAPHOPHONE MADE FOR EXPOSITION AT ITALY.

to celebrate the opening of the Simplon Tunnel, and which promises to be as great a revelation to America as the World's Fair at Chicago and the Louisiana Purchase Exposition at St. Louis were to Europeans. The underlying purpose of the exposition at Milan is to reveal Italy's industrial expansion in the last decade. Too many are

tion, which marks the union, so to speak, of that thriving little republic, Switzerland, and historic Italy.

The Carlisle Commercial College of Carlisle, Pa., is among the latest institutions to add the commercial graphophone to its equipment.

## When Aladdin Rubbed His Lamp

it did wonders. To-day anyone can do wonders with any talking machine by simply rubbing a little "3-in-One" on the metal surfaces—by lubricating the action points, polishing the wood case and cleaning the disc and cylinder records with this wonderful oil.

"3-in-One" is best to use, easiest to sell—most satisfactory to the buyer, most profitable to the dealer. Why aren't you selling it? Just use "3-in-One" once, to satisfy yourself. You'll sell it ever after to satisfy your trade. And, incidentally, you will make good money—50 and 100 per cent.

Suppose you sit down right now and write us for a FREE sample bottle and the "3-in-One" Book. Better still, order a trial supply of "3-in-One" from your jobber. It will be gone before you know it—so will your customers' talking machine troubles.



**G. W. COLE COMPANY,** Sole Makers of "3-in-One"

Broadway and Liberty Streets,

New York City.



## ELECTRIC MUSIC GENERATING SYSTEM.

The First Station at Broadway and 39th Street, New York, Now Being Installed With an Equipment for Producing Music That Is Purely Electrical—Will be Distributed Like the Telephone to Residences, Hotels, Public Halls, Parks, Piers, in Fact, Wherever Bands or Orchestras Are Now Employed—Dr. Cahill's Labor of Years at Last Approaching Fruition.

There is now being installed in the Audubon Building, Broadway and 39th street, New York the first large station for the practical demonstration of the Telharmonic system controlled by the Cahill Telharmonic Co., of Washington,

system that supplies music of all kinds at any hour after 9 a. m."

As previously stated in The World, in connection with a descriptive article, the Telharmonic was invented by Thaddeus Cahill about

these dynamos. They sit at an ordinary keyboard and run their fingers over the keys just as if they were playing an organ, only there are no strings, no pipes, no stops, or any of the ordinary apparatus, but only wires which are attached to the keys and connect them with the dynamos.

The business will be managed on a system similar to that of a telephone company. Patrons will be asked to enter into contracts for a year or a part of a year. Hotels, restaurants, theaters and other public places will be first supplied. The terms have not yet been fixed, but there will



ELECTRICAL MUSIC TRANSMITTER IN OPERATION.

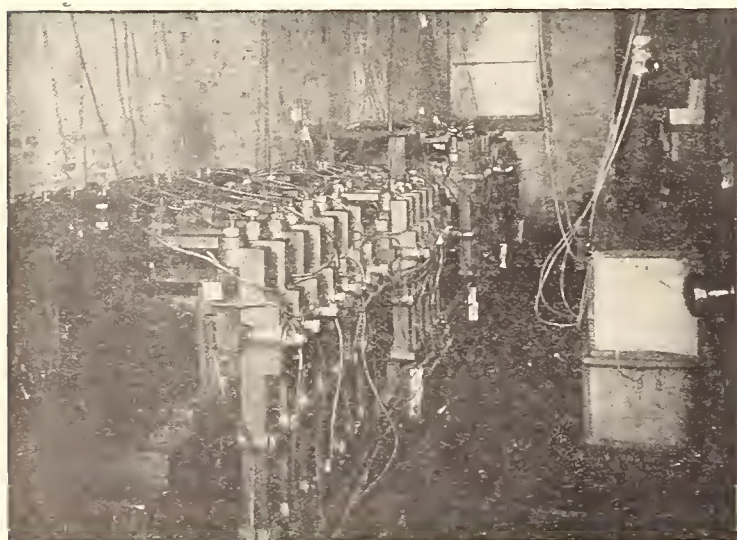
D. C., with a plant at Holyoke, Mass. In a talk with The World a member of the company said: "The Telharmonic with the opening of the New York station early this month, will enter the commercial field as a proven proposition, and the size of the station illustrates our faith in the success of the venture. The machine now being installed weighs 200 tons, and makes use of 150

ten years ago in Washington. He took the model to Oscar F. Crosby, of Washington, who, with F. C. Todd, of Baltimore, furnished him the means to perfect it. They organized a company and built a factory at Holyoke, Mass., where the first great instrument, now being installed here in New York, was made.

It is not a musical instrument or anything like what we understand by that term. There is a keyboard, at which the performer sits, with keys like those of a piano, but it is not a piano or an organ or an orchestra or a brass band, but a clever combination of 150 dynamos controlled through a switchboard in such a way that they will produce vibrations, and, when thrown upon a telephonic surface, these vibrations will produce sounds loud enough to fill the Waldorf Astoria Hotel. The switchboard is on the same principle as that in a telephone exchange, but instead of removing or inserting a plug to make the connection the operator touches a key similar to the key of a piano.

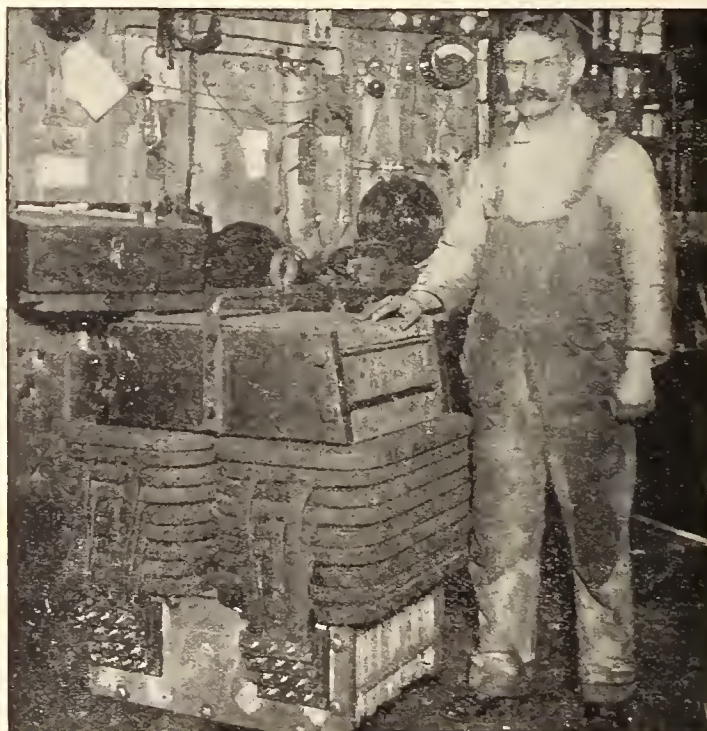
It is the business of the performer to throw the currents of electricity off and on the wire just as a telegraph operator does when he is sending a message; only he has 150 keys, while a telegraph operator has but one, and he touches two or three or six of them at the same time in order to produce harmony. Each of the 150 dynamos is "tuned," as you may say, to a certain tone—that is, it produces a certain vibration, and that vibration represents a certain tone in the musical scale. When several of the dynamos are in operation at the same time they produce a combination of vibrations and consequently a combination of tones like striking a chord upon a piano. Three or four professional pianists have been practicing for several months to operate

be a monthly rate just like that charged for a telephone or an electric light. When a patron signs a contract and pays his rate the wires will be run into his house just like telephone wires. The company is just beginning to string the wires in the subways and on the poles of the Bell Telephone Co., with which it has a working arrangement. The Telharmonic Co. is not controlled by the Bell Co., however. The apparatus is similar to that of the old-fashioned telephone—a box about three feet by ten inches in size. The company will put in one, or several, as a patron may desire. New York offers the most



GROUP OF INDUCTOR ALTERNATORS, THE SOURCE OF POWER.

separate dynamos. Some idea of its size may be gained from a statement of the dimensions, which are: Length, 70 feet; width, 10 feet, and height, 5 feet. A turn of a switch, similar to one used in electric lighting, and you have band music in your home or in a hall, the volume of which can be regulated for a small room or an audience of several thousand. It can be made to afford entertainment for theaters, hotels, saloons, hospitals, barber shops, schools, offices of professional men, department stores and residences. In New York alone there are 125 theaters, over 500 hotels and 625,000 residences that may be supplied from the station in the Audubon. We intend eventually to adopt the system for use in the open air, and then secure contracts for furnishing music in the parks and on the piers. When we are in working order New Yorkers will be quick to realize the value of a



TONE-MIXING TRANSFORMER.

promising field for the first station, as its people are the most music loving in the country, spending over \$37,000,000 for music yearly. Many of the larger hotels spend from \$25,000 to \$50,000 on music alone.

The primary idea of conveying music by means of wires is very old, it being successfully accomplished as far back as 1877 between Philadelphia



and Washington, when a series of six numbers were played in the former city and heard distinctly in the latter. One Elisha Gray was credited with that invention, but its development was not pushed to any extent. Professor Cahill's invention, however, is on an entirely new principle. On rural telephone lines managers have frequently employed musical talent to entertain their subscribers during dull seasons.

Through the courtesy of the Electrical World and Engineer we are enabled to reproduce several views of the Telharmonic system.

### GRAPHOPHONE IN VERSE.

Owner of One of These Machines Grows Eloquent Over the Possibilities.

E. D. Marsden, Mill Ash, Derby, Eng., writes interestingly of his recent effort to arrange a program for a small concert. He says: "In addition to the ordinary songs, etc., a selection of pieces was played on a sound-magnifying Columbia graphophone. The machine started its performance with a record which I had made for the occasion, supposed to be the graphophone's description of itself. This I had written in the form of a piece of poetry, and recited into my machine with all the eloquence I could muster. I do not profess to be a poet, but I managed to compose the following lines, which served my purpose in spite of their shortcomings:

"In me a wondrous instrument behold,  
For though I only do what I am told,  
All music I can play! And such my skill  
That I can talk, or sing, or what you will.  
The different languages—I speak them all  
With joyous laughter or in solemn drawl.  
My voice is ever changeable—loud and strong—  
One moment ringing out in glorious song:  
And then you hear a tender, soft refrain  
That leaves you sad. But now I change again:  
With lovers' vows all passionate I cry,  
Or I can sing with dreamy lullaby.  
I'll sing you anything! Would you be gay?  
The merry music of the dance I'll play.  
No instrument's too difficult for me;  
In bands I play them all in harmony.  
Yes! Every sound I can command, and so  
I'm welcomed and beloved where'er I go.  
As king of entertainers I am known—  
The new Sound-Magnifying Graphophone.

"This left room on the record for a short speech, somewhat as follows: 'Ladies and gentlemen, it gives me much pleasure to be here in to-night in order to contribute to your amusement. I shall do my best to entertain you.' The record was not very loud, but on the 'Magnophone' it was heard distinctly in every part of the room, a large one. For anyone who wishes to make use of the idea, I might say that any local references and jokes are particularly appreciated. It was amusing to watch the puzzled expression on the faces of some of the audience who did not understand how it was done. It is surprising how many people there are who have never realized that the talking machine can be made to say anything by having the record prepared beforehand."

### COIN-SLOT PHONOGRAPHS.

A new catalogue of Edison Coin Slot Phonographs has just been mailed to jobbers, and copies will be mailed to dealers on request. It has not been mailed to the trade for the reason that no discounts are allowed on the three electric current types and dealers have no interest in their sale. The electric current types are the Windsor (battery current), Eclipse (direct current) and Acme (alternating current). The latter is an entirely new machine, and is the first alternating phonograph put out by this company. The Eclipse supersedes the Majestic, which has been discontinued. All of these types are sold singly at \$65 each net and at \$60 each net in lots of ten or more machines.

The Columbia Phonograph Co.'s branch store at 704 Walnut street, Des Moines, Iowa, under the capable management of Charles Moon, has developed until it is one of the leading exclusive talking machine stores in the State.

### NEW USE FOR PHONOGRAPH

Used by Professor for Hearing and Criticising Sermons Delivered by Students.

The Vienna correspondent of the Pall Mall Gazette records a new use for the phonograph by Professor Swoboda, of the Theological Faculty of the University. As head of the homiletical department, much of the professor's work consists in hearing and criticizing sermons delivered by students. In the course of his work the Professor found that certain faults and mistakes were constantly repeated, and all his efforts failed to eradicate them. It occurred to him that the phonograph might be of some assistance, and so he procured one. The students deliver their sermons into this machine, which repeats them with all their failings and errors. These are thus clearly demonstrated. Introduced at the beginning of the present half-year, the phonograph has more than answered the Professor's expectations. After a sermon has been taken in and repeated, the cylinders are "shaved" off for use again, and the students are thereby also assured that nobody will be able in later years to laugh over their maiden efforts.

### SMITH & NIXON BOOMING THINGS.

(Special to The Talking Machine World.)

Cincinnati, O., July 9, 1906.

Smith & Nixon made a big hit, with their advertisement in the Sunday papers of a Victor talking machine, to be had without putting down any money. There was a rush to get the machines and business has been booming ever since. The new talking machine department is located on the third floor, where people are thronging to buy, although the records are not yet all unpacked. The Edison phonograph will also be handled by this firm. H. Clemmer Smith has charge of the Smith & Nixon talking machine department.

### AUGUSTIN OPENS IN FOND-DU-LAC.

W. J. Augustin, formerly manager of the McGreal Bros. talking machine store in Fond-du-Lac, Wis., has purchased the stock and good will of that concern in that city, and will in the future conduct the business under the title of W. J. Augustin & Co. Mr. Augustin is thoroughly experienced in the talking machine business, having been connected with a Milwaukee house for a long time.

### ENTERPRISE NOTED IN NEW YORK.

It is not every talking machine dealer in the smaller town who has his progressiveness noted in the great metropolitan dailies, and we therefore reproduce the following from the New York Evening Telegram of recent date:

"GREAT STUNT OF SUTTON'S.

"For originality R. W. Sutton, of Addison, N. Y., is certainly the real thing. Saturday the people on the street were surprised to hear the sound of a full brass band. The 'band,' however, came from the horn of a phonograph in Sutton's store. The horn was placed up at the top of the door, and was connected to the machine with a long hose."

### A GREETING FROM LONDON.

We are in receipt of a very attractive postal from J. Walters, 103 Acacia road, Wood Green, London, W., England, a subscriber to The Talking Machine World, bearing upon its face a counterfeit of the sender sitting in a leafy bower with a handsome Edison machine as a companion. From his pleased and happy expression, it seems the company is most satisfying.

### SOCIALISTS PUBLICITY SCHEME.

The Socialists of Toledo, O., have a new scheme to make themselves heard. Recently at the postoffice in that city they had a graphophone powerful enough to be heard for six blocks. It rendered Socialist songs and speeches.

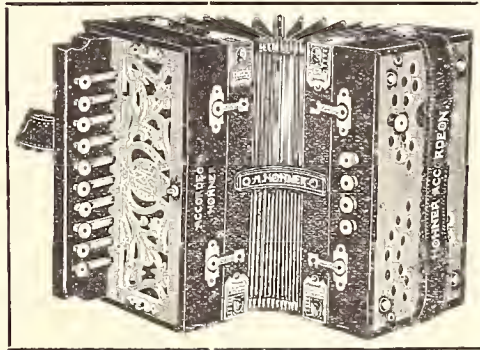
"It's the Easiest Thing in the World" to Sell

## Hohner Harmonicas and Accordeons



A Good Side-Line for Talking Machine Dealers

Small Stock  
Little Capital Required  
Big Demand  
Big Profits



### Mr. Talking Machine Dealer:

You have the facilities, why not handle Harmonicas and Accordeons and make an extra profit? There's a demand for these goods everywhere and it will require but a small investment to get a share of the business. The Hohner Harmonicas have been on the market for half a century during which time they have satisfied the desires of the most critical. The name "Hohner" is now a household word amongst the harmonica and accordeon playing public, and the mere announcement of the fact that you have these goods for sale will be sufficient to bring you numerous inquiries for them.

### ANY JOBBER CAN SUPPLY YOU

A Postal Will Bring You  
the Latest Catalogue

**M. HOHNER**  
475 Broadway, New York



## THE AUXETOPHONE EXHIBITED.

A Remarkable Creation Which Is Destined to Play an Important Part in the Talking Machine Trade—Interesting Description of The Instrument—Costs \$500.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,  
Chicago, Ill., July 7, 1906.

W. N. Dennison, mechanical engineer in charge of the experimental department of the Victor Co., was here the latter part of this month, exhibiting the Auxetophone, the Victor Co.'s latest and most wonderful invention. In appearance the Auxetophone is similar to an ordinary Victor machine, set in a handsome cabinet, 28 inches wide, 36 inches high and 15 inches deep.

In the cabinet is a one-sixth horse-power motor, operating a rotary pressure blower, which generates a column of air which passes through a pipe into a tank which equalizes the pressure and from thence the air is fed into a filter, where the dirt and oil in the air is eliminated; the air then passes through a pipe into the double sound box, where instead of a diaphragm is a nicely balanced valve, the air passing through this valve and set in motion by the valve operated from the sound waves from the record. There is thus no direct contact with the reproducing parts—the contact is through the column of air. The scratching is thus reduced wonderfully—there is practically none. The scratch caused from roughness of groove or worn records is not reproduced to the extent of the ordinary machine, and besides this the Victor Co. the past year have been able to overcome the scratching caused by defective recording in earlier experiences. It is estimated that while the ordinary machine reproduces 40 per cent. of efficiency of the original voice or instrument, the Auxetophone reproduces 80 per cent. efficiency, meaning, of course, both volume and quality. Notwithstanding the greater volume of sound as compared with the ordinary machine, it is claimed that the Auxetophone can be used in small apartments and residences to even greater advantage than the ordinary machine because of the purity of the quality and the absence of scratching, it being decidedly pleasant, all harshness being eliminated. For large halls the effectiveness is remarkable. The Auxetophone can be connected with an ordinary electric light plug, and can be operated on any style direct current and almost any style alternating current. The price of the Auxetophone is \$500. It has progressed to a point where the Victor Co. consider it ready for the market, although they do not pretend to say that it has reached its ultimate development. Two hundred machines are now coming through the factory.

Considerable work was done on the Auxetophone by Professor Parsons, the inventor of the steam turbine engine, but the Victor Co. acquired all the Parsons patents and have done the final work of developing it into a wonderful commercial machine.

## INVENTED FAMOUS VICTOR DOG.

W. Barry Owen, one time general manager of the Gramophone & Typewriters, Ltd., London, Eng., and now a retired plutocrat on his estate at Martha's Vineyard Island, off the Massachusetts coast, was the originator of the world-famous Victor dog. He picked up the painting in London, and the original now graces President Johnson's private office at the Victor plant in Camden, N. J.

## LARSON & WAGNER DISSOLVE.

The firm of Larson & Wagner, Greenfield, Ia., established several months ago for the purpose of dealing in phonographs, was dissolved by mutual consent Monday, the partners dividing the stock. Both members of the firm will continue in the phonograph business, but Mr. Wagner will devote the greater part of his time to the towns west of Greenfield.

## AN ENTERPRISING CONCERN

Is the Tea Tray Co., of Newark, N. J.—Have Built Up a Great Business in Talking Machine Supplies—An Interesting Chat as to Their Varied Achievements.

The Tea Tray Co., of Newark, N. J., are generally credited with being the pioneer manufacturers of horns, horn cranes, etc., used in connection with talking machines, having been established about forty years. In a chat with a member of the firm recently, he set forth the following reasons why they have achieved success in this industry:

"It has always been the policy of this company to make only the best quality material, and this is the keynote of their success in the talking machine world. The word 'Pioneer' is used because of the fact that this company is acknowledged to be the originators of the accepted standard black and gold horns which are finished with their famous enamel, which enabled them to secure the gold medal at the Centennial Exposition in 1876, over all domestic as well as foreign competitors. They have held their place at the head of the line, and important improvements have been made, and are now being added. They also originated horns with 'reamed-on bells,' which is a great improvement over the old method of soldering bells onto stems. They were the first to make horns with swaged integral ferrules, which again did away with the possibility of ferrules becoming detached from the stems. When flower horns came to the front, this company again showed their originality by making horns with concave petals, upon which they received patents. These horns are by far the strongest and most attractive flower horns made to-day. They are finished with oil colors baked on in their extensive kilns; rather more costly to make, but this method upholds the reputation of this company for high-grade goods.

"Horn cranes and horn stands have also been an important feature with this company. As far back as April, 1903, when cranes came into demand, a patent was issued, which embodies the essential features of the cranes to-day. Since this time, numerous patents have been issued to this company, and their position regarding horn cranes to-day is extremely strong. Other manufacturers have attempted to imitate and to take advantage of these original ideas, and the Tea Tray Co. have found it necessary, and will continue, to maintain their rights by legal processes."

The Tea Tray Co. announce that two new models of clamp horn cranes for the coming sea-

son are now ready. These models show marked improvement over the well-known No. 20 Crane, which has been so popular. Orders are being placed in very large volume for both horns and cranes covering the whole of the next season's requirements. Clement Beecroft, manager of sales of the Tea Tray Co., has just returned from a Western trip and reports business of immense volume, larger than ever before.

During the week of July 16 and the week following, the visiting jobbers will be cordially received by the Tea Tray Co., either at the Hotel Imperial, 32d and Broadway, or at the factory at Newark, N. J., where it will be demonstrated how well prepared they are to care for the trade bestowed by their patrons. A large variety of goods are now on exhibition, which show a decided advance in quality and originality. The Tea Tray Co. have again largely increased their manufacturing facilities, which is a proof of the growing appreciation of their goods by the trade.

## APPROPRIATING "WORLD" ARTICLES.

Some of Our London Contemporaries Use the Talking Machine World as a Source of Information, But Fail to Give Credit.

The July issue of the Edison Phonograph Monthly, of London, England (not Orange, N. J.), which has just come to hand, is a number of more than ordinary interest, because, perhaps, it contains so many articles taken from recent issues of The Talking Machine World, for which, by the way, in no instance, does credit appear. For the benefit of the editor of this publication, we quote the captions of a few of the many items appropriated from The World, namely: "Courtesy," "New Use for the Phonograph," "Sell the Best," "Writes Phonographically," "The Phono in Pawn," "A Missouri Breeze," "Domestic Amenities," "Pointers on Trade Building," "Phonographic Tuning Forks," "Mrs. Edison's Gift," "Talkers for Summer Outfits," etc. The matter referred to covers a number of pages, and was specially written and paid for by The World. This wholesale appropriation, without credit, is a gross breach of journalistic courtesy, and we must appeal to our friends "across the big pond" to be fair.

Another of our London exchanges in its latest issue has a "New York letter" made up entirely of items from our last issue, while spread throughout the pages are several other items, for which we fail to find credit given The Talking Machine World. The reproduction of these items may be a very sincere form of flattery, but we would prefer credit.

## The Russell Hunting Record Co., Limited

### MANUFACTURERS OF THE "STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS  
IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the  
"Michael Casey" Series.

WE GUARANTEE EVERY RECORD TO BE PERFECT.

### "STERLING"

GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

## THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England



# RECORD BULLETINS FOR AUGUST, 1906.

## NEW EDISON GOLD MOULDED RECORDS.

- 9314 Polonaise Militaire (Chopin). Edison Concert Band  
9315 Waiting at the Church (Pether). Ada Jones  
9316 Afloat on a Five-Dollar Note (Helf). Collins and Harlan  
9317 St. Louis Tickle (Barney & Seymour). V. L. Ossman  
9318 After They Gather the Hay (Henry). Harry MacDonough  
9319 Heaven is My Home (Sir Arthur Sullivan). Anthony and Harrison  
9320 Bill Simmons (Spiuk). Arthur Collins  
9321 Gen. Mixup, U.S.A. (Allee). Edison Military Band  
9322 Smile on Me (Sutton). Irving Gillette  
9323 Daughter of Vanity Fair (Rogers). Harlan and Stanley  
9324 Bell solo from "The Magic Flute" (Mozart). Albert Benzler  
9325 Bonnie Banks O' Loch Lomond (Traditional). Marie Narelle  
9326 The Morning After (Original). Spencer and Porter  
9327 Minerva (Hager). Edison Symphony Orchestra  
9328 With the Rohius I'll Return (Witt). B. G. Harlan  
9329 I'm Up in the Air About Mary (Solman). Billy Murray  
9330 Baby Parade (Pryor). Edison Concert Band  
9331 Poor Old Man (Bryan). Bob Roberts  
9332 While the Old Mill Wheel is Turning (Mills). Harry Anthony  
9333 Clancy's Wooden Wedding (Simons). Edw. Meeker  
9334 Fisher's Hornpipe Medley (Original). L. Moeslein  
9335 Violin solo, introducing "Fisher's Hornpipe," "Little House Under the Hill," "Straight Jig," and "Gypsy Reel," Orch. accom.  
9335 Bashful Henry and His Lovin' Lucy (Original). Ada Jones and Len Spencer  
9336 Teacher and the Tack. Edison Male Quartette  
9337 Free Lance March (Sousa). Edison Military Band

## NEW VICTOR RECORDS FOR AUGUST.

- ARTHUR PRYOR'S BAND.  
4743 Azaleas—Two-step Intermezzo. Hawthorne  
4773 La Sorella March (La Mattheiche). Gallini  
4769 You're a Grand Old Flag. Cohan  
31539 "You're a Grand Old Flag." Medley. Cohan  
31540 La Feria—Suite Espagnole. Part III, "La Zarzuela." Lacombe  
SOUSA'S BAND.  
4744 La Sorella—March (La Mattheiche). Gallini  
306 Stars and Stripes Forever March. Sousa  
VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.  
4745 Smiling Sadie—March and Two-step. Scheu  
BELL SOLO BY CHRIS CHAPMAN, WITH ORCH.  
4760 Little Nell—Song and Dance. Pryor  
CORNET DUET BY CLARK AND MILLHOUSE, ACCOM. BY SOUSA'S BAND.  
4753 The Swiss Boy—Tyrolean Air. MANDOLIN SOLO BY SAMUEL SIEGEL.  
4754 An Autumn Evening—Serenade. Siegel  
VIOLIN SOLO BY CHAS. D'ALMAINE, WITH ORCH.  
31542 Brindisi. Alard  
TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.  
4763 The Way of Peace. Bingham-Lloyd  
TENOR SOLO BY ALBERT CAMPBELL, WITH ORCH.  
4762 Little Girl You'll Do. Solman  
TENOR SOLO BY JAMES MC COOL, WITH ORCH.  
4770 The Little Irish Girl. Lohr  
TENOR SOLO BY RICHARD J. JOSE, WITH ORCH.  
4755 The Ninety and Nine. Sankey  
BARITONE SOLO BY J. W. MYERS, WITH ORCH.  
4761 The Good Old U. S. A. Morse  
BASS SOLO BY EUGENE COWLES, WITH ORCH.  
31543 Gypsy Love Song—Fortune Teller. Herbert  
BASS SOLO BY WILLIAM F. HOOLEY, WITH ORCH.  
31544 The Harbor of Home, Sweet Home. Solman  
TENOR SOLOS BY BILLY MURRAY, WITH ORCH.  
4741 The Little Chauffeur—From "The Vanderbilt Cup." Bowers  
4742 College Life. Frantzen  
4719 Cheyenne. William-Van Alstyne  
CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.  
31541 Return O God of Hosts—Samson. Handel  
COMIC SONGS BY BOB ROBERTS, WITH ORCH.  
4746 The Umpire is a Most Unhappy Man. Howard  
4747 The Pood Old Man. Bryan  
DUETS BY MISS MORGAN AND MR. STANLEY, WITH ORCH.  
4740 By the Light of the Honeymoon. Caldwell  
4764 We Parted as the Sun Went Down. Solman  
DUETS BY MISS STEVENSON AND MR. STANLEY, WITH ORCH.  
4777 I Would Like to Marry You. Laska  
4776 Cross Your Heart—From "The Umpire" Howard  
DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR. SPENCER, WITH ORCH.  
4720 Peaches and Cream  
4756 Flannigan's St. Patrick's Day. DESCRIPTIVE SPECIALTY BY SPENCER AND MURRAY, WITH ORCH.  
31545 The Jokesmiths. RECITATION BY EDGAR L. DAVENPORT.  
4752 In Bohemia. O'Reilly  
DUET, MISS MORGAN AND MR. MACDONOUGH, WITH ORCH.  
4751 Songs My Mother used to Sing. Smith  
DUET, MISS HATWARD AND MR. MACDONOUGH WITH ORCH.  
4758 In Starlight. King  
COMIC DUETS BY COLLINS AND HARLAN, WITH ORCH.  
4757 My Lovin' Henry. Sherman  
4725 It's Up to You to Move. Rogers  
COMIC DUET BY MURRAY AND ROSE, WITH ORCH.  
4765 I've Said My Last Farewell. Fischer  
BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.  
4738 Waltz Me Around Again, Willie. Cohn-Shields  
HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH.  
31546 What Would You Take for Me, Mama. Morse  
MALE QUARTET BY THE HAYDN QUARTET, WITH ORCH.  
4750 Dixie Dear. Reimer  
CHOIR RECORDS BY THE TRINITY CHOIR, WITH ORCH.  
4748 Blessed Assurance. Crosby-Knapp  
4749 Praise Ye the Father. Gounod  
RECORDS FOR THE CHILDREN.  
4759 Children's Series No. 1—Mother Goose Rhymes (with animal imitations).  
4554 Children's Series No. 2—Punch and Judy (with imitations).  
TENOR SOLOS IN GERMAN BY EMIL MUENCH, WITH ORCH.  
4642 Stille Nacht, Heilige Nacht. Gruber  
4691 Der Tannerbaum. Zarnack  
4600 Wenn die Schwalben Heimwartz Ziehn. Abt  
HARMONIE MALE QUARTET (IN GERMAN).  
4734 Wunsch. Witt  
4771 Grusse an die Heimat. Kromer  
BARITONE SOLOS BY GUSTAVE BERT-RESKY, WITH ORCH.  
4772 El mar Sin Playas. Barcarola Mexicana (Spanish). Sancedo.  
4774 Il Furioso (Italian). Donizetti  
31520 A Granada. Cancion Espagnole (Spanish). BARITONE SOLOS IN SPANISH BY SENOR FRANCISCO, WITH ORCH.  
4767 El Capitan de Lancero. Sevillanas. Hernandez

- 4768 Himno Nacional Mexicano. (Mexican National Hymn). Nuno  
4766 El Celoso. Alvarez

## NEW RED SEAL RECORDS.

- VIOLONCELLO SOLO BY JOSEF HOLLMAN.  
64046 Le Cygne. The Swan. Saint-Saens  
TWO NUMBERS BY THE NEW YORK GRAND OPERA CHORUS, WITH ORCH.  
64047 Soldiers' Chorus. Faust "Deponlam il brando" (In Italian). Gounod  
64048 Opeuling Chorus—"Blossoms of Oranges" "Gli aranci olezzano" Cavalleria Rusticana (In Italian). Mascagni  
BARITONE SOLO BY EMILIO DE GOGORZA  
With the New York Grand Opera Chorus and Orch.  
74046 Toreador Song—Carmen (In French). Bizet  
SOPRANO SOLOS BY MME. EMMA EAMES, WITH ORCH.  
88035 Ave Maria—Otello (In Italian). Verdi  
88036 Micaela's Air—Carmen "Je dis que rien ne m'épouvante." (In French). Bizet  
88037 Santuzza's Aria "Voi lo sapete" Cavalleria Rusticana. (In Italian). Mascagni

## NEW COLUMBIA RECORDS.

- NP. (Cyl.) No. 10-in. Disc No.  
PRINCE'S MILITARY BAND.  
32982 "Dixie Queen" March. 3444  
BARITONE SOLOS BY BOB ROBERTS, ORCH. ACCOM.  
32974 Gee! But this is a Lonesome Town. 3443  
32975 Twenty-three (That means Skidoo). 3439  
(Coon song.)  
BARITONE SOLOS BY ARTHUR COLLINS, ORCH. ACCOM.  
Bill Simmons (I've Got to Dance 'till the Band Gets Through). 3438  
BARITONE SOLO BY J. W. MYERS, WITH ORCH. ACCOM.  
32976 You're Just the Girl I'm Looking For. 3437  
TENOR SOLO BY ALBERT CAMPBELL, WITH ORCH. ACCOM.  
32977 Down Beside the Meadow Brook (I'll Wait for You). 3437  
TENOR SOLO BY WILL F. DENNY, ORCH. ACCOM.  
32978 Fol de Iddley Ido. 3440  
TENOR SOLO BY BILLY MURRAY, ORCH. ACCOM.  
32979 Is It Warm Enough for You? (Waltz song) 3430  
CONTRALTO AND BARITONE DUETS BY MISS MORGAN AND MR. STANLEY, ORCH. ACCOM.  
32956 The Tale of a Stroll. 3437  
32973 Cross Your Heart. 3379  
VAUDEVILLE SKETCHES BY MISS ADA JONES AND LEN SPENCER, ORCH. ACCOM.  
32981 Coming Home from Coney Island. 3441  
Hans and Gretchen. 3442

## NEW ZON-O-PHONE 10-INCH RECORDS.

- ZON-O-PHONE CONCERT BAND.  
501 Blue and the Gray—Patrol. 501  
502 Bon Voyage—March. 502  
503 Cheyenne—March and Two-step. 503  
504 My Little Sweetheart—Schottische. 504  
505 The Vanderbilt Cup—Selections. 505  
HAGER'S ORCHESTRA.  
506 Belle of the Ball—Medley Waltz. 506  
507 Bill Simmons—Medley Two-step. 507  
508 Flower of Mexico—Intermezzo. 508  
509 Zon-o-phone Waltz. 509  
CHIMES, BAND ACCOM.  
510 Trinity—Sacred Intermezzo. 510  
VIOLIN SOLO, ORCH. ACCOM.  
511 Cavalleria Rusticana. 511  
SONGS WITH ORCH. ACCOM.  
512 Alice, Where Art Thou Going? Universal Male Quartette  
513 Bashful Henry and His Lovin' Lucy. Len Spencer and Ada Jones  
514 Dearie. F. H. Potter  
515 Flannigan's Night Off. Len. Spencer and Steve Porter  
516 Fritz and Louisa. Len. Spencer and Ada Jones  
517 Little Lunch for Two. J. W. Myers

- 518 He Walked Right In, Turned Around and Walked Right Out Again. Bob. Roberts  
519 Moving Day. Bob. Roberts  
520 Nearer My God to Thee. Universal Male Quartette  
521 Rosary. Universal Male Quartette  
522 Sweet and Low. Universal Male Quartette  
523 There's No One Like the Old Folks After All. Frank C. Stanley  
524 When Love is Young. Billy Murray  
525 Won't You Be My Girlie. Frank C. Stanley

## INTERNATIONAL RECORD CO.'S LIST.

- METROPOLITAN BAND OF NEW YORK.  
3110 Remembrance of Fatherland—Potpourri German Folk Songs. Meyerbeer  
3111 Fackeltang  
3112 Finale No. 2, and Grand March of opera "Aida." Verdi  
3113 Royal Italian March. Gambetti  
3114 Garibaldi March. PELUSO'S ORCHESTRA.  
3115 We'll Raise the Roof, To-night.  
3116 The Earl and the Girl—Selection.  
3117 Selections from Erminie.  
3118 Medley Waltz, Dreaming, Love of You, introducing "The Belle of the Ball."  
BARITONE SOLOS BY DAN W. QUINN, WITH ORCH.  
3119 Cross Your Heart.  
3120 Alice, Where Art Thou Going?  
3121 Waltz Me Around Again, Willie.  
BARITONE SOLOS BY BYRON G. HARLAN, ORCH. ACCOM.  
3122 One Called Mother, and the Other, Home, Sweet Home.  
3123 With the Robins, I'll Return.  
3124 The Good old U. S. A.  
XYLOPHONE SOLO BY MR. J. WOLFE, WITH ORCH.  
3125 Waltz, Lucy, Liuda, Lady, introducing "My June Time Rose."  
BARITONE SOLOS BY ALAN TURNER, WITH PIANO ACCOM.  
3126 Love's Old Sweet Song.  
3127 Rocked in the Cradle of the Deep.  
3128 The Village Blacksmith. BANJO SOLO BY VESS L. OSSMAN.  
3129 St. Louis Rag.  
BARITONE SOLO BY ARTHUR COLLINS, WITH ORCH.  
3130 The Ghost of the Banjo Coon.  
WHISTLING SOLOS BY JOE BELMONT, WITH ORCH.  
3131 The Birds and the Brook. Stultz  
3132 Bird Voices. Vollstedt  
3133 Waltz, Happy Birds. Holst  
3134 Ben Hur Chariot Race. Paul

## PROGRESSIVE TEXAS HOUSE.

The Texas Phonograph Co. Lease Larger Quarters—Will Increase Capital Stock—Big Summer Trade, Particularly in Outfits, for Vacationists.

(Special to The Talking Machine World.)

Houston, Tex., July 6, 1906.

The Texas Phonograph Co., incorporated, prominent jobbers of the Edison phonograph and Zonophone talking machines, records and supplies, have shown such a material increase in volume of business during the past year that the board of directors, at a meeting, recently authorized the lease of the entire second floor of Mitchell building, located over stores 1017, 1019, 1021 Capitol avenue, and 616, 618 and 620 Fannin street, which, together with their ground floor retail department, will give this progressive concern the largest floor space of any exclusive talking machine house in the Southwest. Their business during the summer months has shown no decrease, which is evidenced by the fact that their

# UDELL CABINETS

FOR HOLDING

## Disk and Cylinder Records

The kind that will make your customers stop and examine them. Just a little more care—in designing, in construction, in the selection of the woods—is what gives Udell Cabinets an individuality—all their own—not attained by other manufacturers.

Do You Want That Kind of Cabinets?

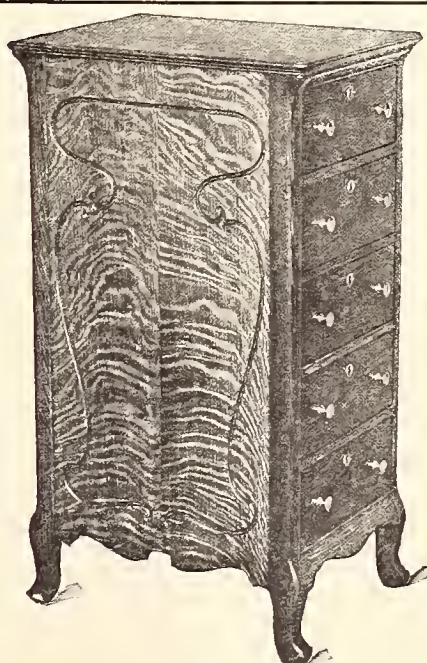
The kind that will sell without tedious salesmanship.

It's up to you, Mr. Dealer.

Write at once—to-day—for catalog

It's no trouble—just send us your address on a postal and we will be glad to send you our catalog.

**THE UDELL WORKS**  
1210 W. 28th Street, INDIANAPOLIS, U. S. A.



No. 519.

Holds 125 Cylinder Records. Quartered Oak. Golden, Fumed or Weathered Oak Finish.



# Do You Want to Make Money, Mr. Talking Machine Dealer?

Good, big money. The men who sent in an order for a sample line of our instruments were delighted with the results.

They found our instruments blended perfectly with the talking machine line, besides helping to make the store attractive. If you want to help out in the profits during the holiday season you can't go at it in a better way than with our specialties; your musical friends will come to you when they learn that you have the Durro violins, bows, strings, etc. They have a high standing.



We are judges of the excellence of all kinds of small goods, such as Accordeons, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lesser prices, but which are superior to any on the market at the same price.

It will pay you to order a sample line at once. You will then see how profitable it is to devote a portion of your store to the exhibition and sale of small goods. Write for catalogue.

Make good money for the new year. It is easy with our help. We can tell you how and go with the business tide when it serves.

## BUEGELEISEN & JACOBSON

113-115 University Place  
Corner 13th Street, NEW YORK

May orders for Edison records alone was over 23,000, and during the month of May distributed over 400 Edison machines in addition to a large quantity of Zonophones, which line they have but recently acquired. An increase in the capital stock of the corporation has been authorized, and the shares will be on sale during August.

The above concern has been very successful in selling outfits for summer homes, and ascribe their success to the active advertising campaign carried on in the local papers with the object of acquainting the public with this feature of their business. The response to the advertising keeps the store busy all summer, and the scheme is worth adopting by progressive dealers all over the country.

### TRADE NOTES FROM ST. LOUIS.

Trade Uneven—St. Louis Talking Machine Co. Complete Alterations—Columbia Co. News—T. P. Clancy at Edison Reunion—Now the Silverstone Talking Machine Co.

(Special to The Talking Machine World.)  
St. Louis, Mo., July 9, 1906.

The talking machine trade for the month of June has been generally quiet, though here and there a very favorable report is heard. The general feeling, however, is that it is as good as can be expected for this season of the year.

About all the dealers in Edison instruments in the city will attend the meeting of the Edison interests in New York, July 17 to 22.

The St. Louis Talking Machine Co. have completed their alterations at their store, and they are decidedly handsome and up to date. They have four private salesrooms handsomely equipped, including electric fans, etc. This concern reports their trade for June better than that of May. C. P. Ramsdell, of the stock department of this concern, accompanied by his wife, will leave shortly for a two weeks' visit at his old home in Maryland and other points.

W. C. Fuhri, general Western manager of the Columbia Phonograph Co., reports trade throughout his territory good, but local trade rather quiet. J. P. Kelly, formerly connected with the Omaha office of the Columbia Phonograph Co., has been made manager of the St. Louis office, and he is succeeded at the Omaha office by J. L. Burr, of the St. Louis office. Mr. Fuhri will leave about the middle of the month for Kansas City, St. Joseph and Deuver.

The Koerber-Brenner Music Co. report their wholesale talking machine trade very good.

The Val A. Reis Music Co. will make a feature of their talking machine department in their new store at 1005 Olive street.

T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., reports trade only fair for the month of June. He will leave about the middle of this month, accompanied by his wife to attend the Edison agents' meeting in New York, and will visit other points.

E. B. Walthal, manager of the talking machine department of the O. K. Houck Piano Co., reports that their trade for the month of June

was remarkably good, and that it furnished him quite a surprise. He will attend the Edison agents' meeting in New York this month, being away about two weeks.

The Talking Machine Co., at 1010 Olive street, have changed their name to the Silverstone Talking Machine Co., of which Marks Silverstone is president. They are nicely located in their new quarters, and report trade to be fair. This concern is giving a fine concert one night each month, and they say that they are largely attended. The last one took place Friday night, June 29.

M. Neuman, of the Western Talking Machine Co., will leave July 15 for the meeting of the Edison agents in New York, and will be gone about one month, during which time he will visit the Eastern resorts. Miss W. Conway, of this concern, returned recently from a two weeks' vacation.

George Ornstein, traveling manager of the Victor Talking Machine Co., spent one day here during the month.

### COLLAPSIBLE TALKING MACHINE HORN.

Transportation of the talking machine from one point to another has been somewhat unhandy because of the uncompromising character of the horn. For the best results a large horn is necessary, but its shape and unyielding construction made it an awkward article to carry.

With a new horn, recently designed, this trouble will be avoided. This horn is collapsible. It is made of a number of small metal pieces which fit together in such a manner as to answer the purposes demanded of it, the pieces being held together by a leather lining. This permits of turning the horn inside out and rolling it up into a small package.

Another idea by which the same object is accomplished to a minor degree is by making the bell in two parts. When it is desired to dispose of it in as little space as possible, the two parts are collapsed, one within the other.



### Just What All Your Customers Are Looking For!

Sells at once on being heard, with BIG PROFIT TO YOU. Will help you sell more Disc Talking Machines and Records. It will revive the interest of thousands who have given up using them an account of the nuisance of changing the needle after each playing. Reduces the wear on the record and will play at least 500 times without changing.

Made in various tones, to suit all tastes: No. 1, Soft Tone; No. 2, Medium Tone; No. 3, Loud Tone. Any of these needles will fit any make of sound box. Retail Price, \$1 each. Net Price to Dealers, 50c. each.

No. 4, Concert Tone. This needle requires the sound box to be fitted to it. Retail Price, \$5.00; Net Price to the Dealer, \$2.50. Send us your sound box and we will do this free of charge.

Send us \$1.00 and we will mail you, postpaid, one sample each of Nos. 1, 2 and 3.

We furnish Artistic Signs and Literature to all Customers.

The Symphonic Phone-Needle Co., 1907 Park Avenue, NEW YORK CITY.



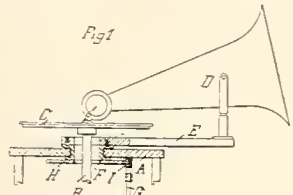
## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS.

(Specially prepared for The Talking Machine World.)

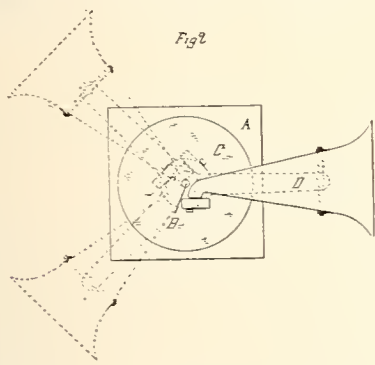
Washington, D. C., July 5, 1906.

**TALKING MACHINE WITH ROTATABLE HORN.** Fritz Lochmann and Wm. Lochmann, of Zeulenroda, Germany, assignors to original Musikwerke Paul Lochmann Gesellschaft mit Beschränkter Haftung, of Leipsic, Germany, a firm. Patent No. 824,368.

In talking machines or graphophones in use the horn or sound trumpet is permanently di-



rected to one side, and consequently the machine is generally best heard from this side. If, however, the entire box of the talking machine is mounted on a rotatable base, the winding mechanism partakes of the rotation and is located now at one side and then at another. These objections, according to this invention, are to be overcome by arranging the holder of the horn



rotatably about the center axis of the talking machine, so that by simply turning the holder or carrier the horn can be set to any direction, while the machine itself retains its position undisturbed.

This invention is illustrated in the annexed drawings, in which

Fig. 1 is a sectional view of a talking machine with rotatable or adjustable horn. Fig. 2 is a plan view of Fig. 1.

**RECORD ROLL FOR PHONOGRAPHS.** Cyrus C. Shigley, Grand Rapids, Mich. Patent No. 822,485.

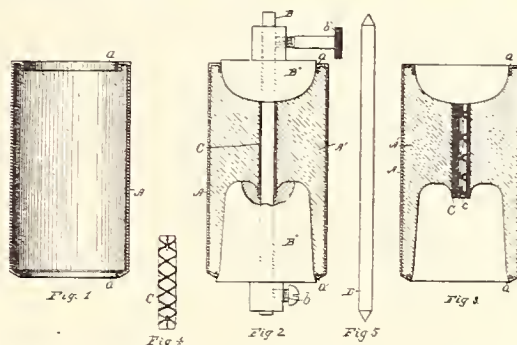
This invention relates to improvements in record rolls for phonographs.

The objects of this invention are, first, to provide an improved record roll for phonographs which will produce loud, distinct and full tones, which is simple in structure, economical to produce, and durable in use; second, to provide an improved record roll for phonographs adapted to be used upon a mandrel or shaft of even diameter from end to end.

We accomplish the objects of our invention by the devices and means described in the following specification.

A structure embodying the features of our invention is clearly illustrated in the accompanying drawings, forming a part of this specification, in which

Fig. 1 is a central longitudinal sectional view

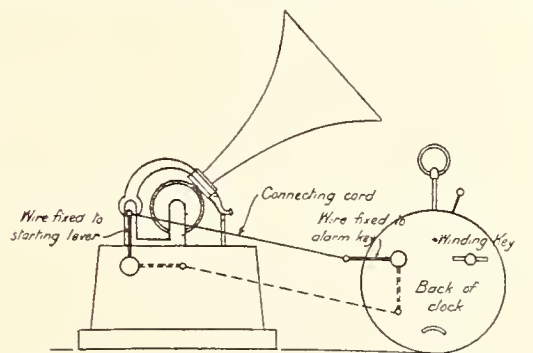


through our improved record roll for phonographs. Fig. 2 is a central longitudinal sectional view through one of our improved record rolls for phonographs in process of manufacture, a portion of the core B' being broken away to show its construction. Fig. 3 is a central longitudinal sectional view through one of the record shells A used in the manufacture of our improved record rolls. Fig. 4 is a side elevation view of the mandrel or shaft sleeve C. Fig. 5 is a side elevation view of a mandrel D, adapted to receive our improved record roll.

### A PHONOGRAPH ALARM CLOCK.

How the Suburbanite May Utilize His Talking Machine and Alarm Clock to Get Him Out of Bed at Any Hour Desired.

Writing to The Talking Machine News of London, a correspondent says: "I happen to be one of those unfortunate persons who have to rise every morning early—at 5.15—and having got tired of hearing the bell of my alarm clock, I thought of an idea by which I could make use



of my phonograph, as a means of awakening me in the morning. I have connected the alarm winding key of the clock with the starting lever of the phonograph in such a manner that when the alarm is set going, it pulls over the starting lever of the phonograph, then the music starts, and I can assure you that listening to an over-

ture, or any other record, is far better than hearing a bell ringing. I also find it very effective as regards waking one up, as I hear it immediately, and the music seems to take away the tired feeling one has on awakening.

"My machine is a new pattern Gem, and I am enclosing a sketch of how it is connected to the clock, which is very simple. All that is necessary is to take the bell off the clock and fix a piece of stiff wire to the alarm winding key, and another piece of wire to the starting lever of the phonograph, so that when the alarm key winds round it pulls over the starting lever, thereby setting the machine in motion. Of course, the machine has to be wound up at night, and the record that is to be played in the morning placed on the mandrel, and the reproducer dropped on to the record, then the clock set to whatever time it is required to go off in the morning, which does not take very much time to do."

### OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., July 10, 1906.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

JUNE 11.

Berlin, 137 pkgs., \$1,374; Brussels, 100 pkgs., \$1,025; Buenos Ayres, 17 pkgs., \$1,195; China, 25 pkgs., \$985; Colon, 4 pkgs., \$100; Corinto, 8 pkgs., \$826; Glasgow, 25 pkgs., \$130; Quadaloupe, 10 pkgs., \$305; Havana, 12 pkgs., \$402; 10 pkgs., \$327; Havre, 11 pkgs., \$1,024; Liverpool, 41 pkgs., \$214; 2 pkgs., \$292; Livingston, 5 pkgs., \$180; London, 10 pkgs., \$420; 195 pkgs., \$3,063; Manchester, 40 pkgs., \$208; Mazatlan, 7 pkgs., \$251; Melbourne, 6 pkgs., \$135; Milan, 8 pkgs., \$153; Montevideo, 8 pkgs., \$163; Progreso, 6 pkgs., \$117; Singapore, 17 pkgs., \$711; Southampton, 6 pkgs., \$392; Sheffield, 25 pkgs., \$130; Valparaiso, 5 pkgs., \$126; 95 pkgs., \$7,254.

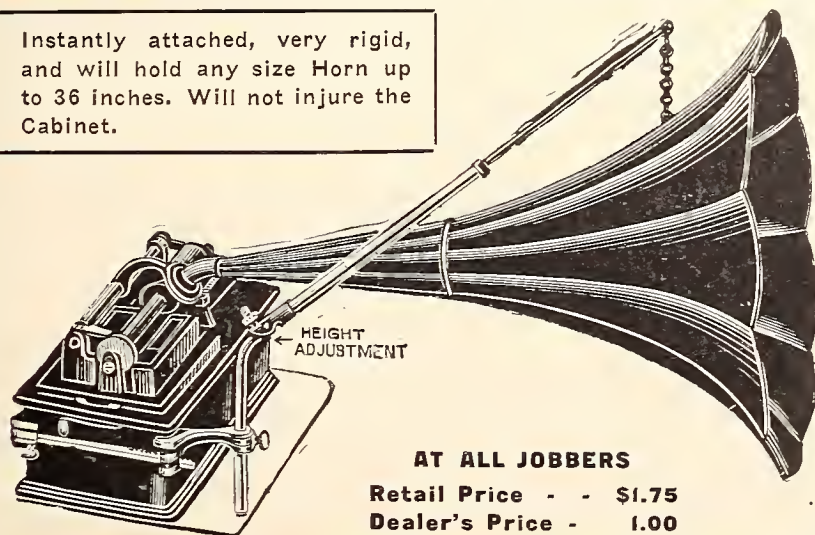
JUNE 18.

Brussels, 50 pkgs., \$425; Buenos Ayres, 21 pkgs., \$1,974; Colon, 6 pkgs., \$206; Hamburg, 121 pkgs., \$909; Havana, 11 pkgs., \$446; 32 pkgs., \$501; Havre, 9 pkgs., \$532; Limon, 7 pkgs., \$129; Liverpool, 30 pkgs., \$156; London, 3 pkgs., \$735; 13 pkgs., \$605; 497 pkgs., \$4,370; Milan, 5 pkgs., \$200; Montevideo, 17 pkgs., \$465; Neuvas, 5 pkgs., \$136; Para, 4 pkgs., \$120; Tampico, 9 pkgs., \$201; Vienna, 19 pkgs., \$832.

JUNE 25.

Antofagasti, 15 pkgs., \$375; Berlin, 92 pkgs., \$2,477; Bombay, 23 pkgs., \$759; 22 pkgs., \$683; Bristane, 551 pkgs., \$7,120; Brussels, 100 pkgs., \$530; Buenos Ayres, 33 pkgs., \$3,933; 11 pkgs., \$437; 18 pkgs., \$680; Callao, 3 pkgs., \$351; Hamburg, 4 pkgs., \$243; Havana, 46 pkgs., \$2,073; 18 pkgs., \$441; Havre, 8 pkgs., \$135; Lisbon, 25 pkgs., \$375; Liverpool, 31 pkgs., \$882; London, 2 pkgs., \$110; 405 pkgs., \$3,918; Matanzas, 5 pkgs., \$206; Melbourne, 14 pkgs., \$511; Milan, 8 pkgs., \$163; Rio de Janeiro, 7 pkgs., \$259; Rome, 13

Instantly attached, very rigid, and will hold any size Horn up to 36 inches. Will not injure the Cabinet.



AT ALL JOBBERS  
Retail Price - - \$1.75  
Dealer's Price - 1.00

## The Universal Horn Crane

For Edison Phonographs  
and Columbia Graphophones.

For the convenience of Jobbers during their stay in New York this Crane will be on exhibition at

**IDEAL FASTENER COMPANY,**  
143 Liberty Street, NEW YORK CITY.



pkgs., \$799; St. Petersburg, 13 pkgs., \$615; 9 pkgs., \$407; Sydney, 824 pkgs., \$12,464; Tampico, 16 pkgs., \$347; Valparaiso, 20 pkgs., \$908; Vera Cruz, 17 pkgs., \$205.

## JULY 2.

Behia, 7 pkgs., \$447; Berlin, 128 pkgs., \$868; Buenos Ayres, 23 pkgs., \$909; 14 pkgs., \$860; 1 pkg., \$118; Callao, 3 pkgs., \$140; Cienfuegos, 7 pkgs., \$202; Ecuador, 10 pkgs., \$180; Glasgow, 4 pkgs., \$200; Havana, 11 pkgs., \$265; 37 pkgs., \$1,065; Havre, 6 pkgs., \$344; Kingston, 3 pkgs., \$181; Limon, 9 pkgs., \$187; Liverpool, 30 pkgs., \$156; London, 2 pkgs., \$1,092; 11 pkgs., \$453; 422 pkgs., \$4,827; Manila, 5 pkgs., \$380; Montevideo, 26 pkgs., \$3,270; Nuevitas, 12 pkgs., \$124; Para, 4 pkgs., \$197; Pernambuco, 4 pkgs., \$105; Santa Marta, 3 pkgs., \$119; St. Petersburg, 14 pkgs., \$806; Sydney, 43 pkgs., \$1,642; Vera Cruz, 3 pkgs., \$135; Vienna, 16 pkgs., \$359.

## LETTER FROM VICTOR CO.

**Bearing on Distributors' Contracts—No Changes at Present—Later, if Defects Are Shown, the Contract Will be Remedied.**

When Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., attended the meeting of the Central States Talking Machine Jobbers' Association, at Cleveland, O., May 23, he promised to send a supplementary letter to the jobbers apropos of the Victor contract. Under date of June 5 the appended document was issued:

"We have been requested to make certain changes in our distributor's contract by a committee composed of a few of our distributors, most of whom have, however, after explanation, signed the contract. In reply to this request, we wish to make the following statements:

"The contract was put out by us at the almost unanimous request of our distributors. The contract was put out for the sole purpose of maintaining prices on Victor goods; it was not intended to secure any more rights to ourselves, or to give any more rights to our distributors than we each had without it; therefore, why fuss about the details of accomplishing a result that we all desire? Horace Pettit, our general counsel, with a large experience in many courts on this question, drew the contract and founded it on a knowledge of the points necessary to be covered to accomplish the purpose for which the contract is intended, and as he is the person who is obliged to fight the cases that may come up, it is necessary for him to do so in his own way.

"In view of the fact that we have received over 10,000 dealers' contracts, through our distributors, and more than nine-tenths of our distributors have signed and sent in their contracts, you can readily see how impossible it would be to make any changes in the distributor's contract at this time, for, if we made any change in the distributor's contract it would only be fair to make the same changes for the dealers also, as our policy is to treat all alike. This would delay the contract three months, causing us both no end of expense and trouble, and to no purpose. We have no doubt but that in the course of the year after we have all had experience with this contract, it will be desirable to get out a new one, and at that time, if our distributors as a whole desire any changes that are fair to us, we will only be too happy to make them. We feel confident, after this frank explanation on our part, that all will be satisfied, and that the few distributors who have not already signed will send in their contract by return mail."

## WINNERS OF BACIGALUPI SOUVENIRS.

The list of the lucky winners of the gold pieces sent the National Phonograph Co. by P. Bacigalupi, San Francisco—all that was recovered in his vaults after the earthquake and fire, his papers, books and securities being destroyed—is made out in rotation as tickets were drawn, and gives the number of ticket as well as the denomination of pieces won, as follows:

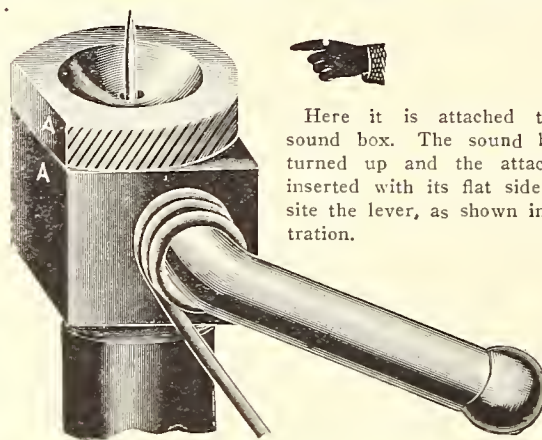
Ticket No. 287, \$20, Edward Buehn, of the Wells Phonograph Co., Philadelphia, Pa.; No.

113, \$20, Walter Miller, manager record-making department, National Phonograph Co., New York; No. 9, \$10, Mr. Storms, of Edison Phonograph Works, Orange, N. J.; No. 313, \$10, Mr. Prairie, of commercial department, National Phonograph Co., Orange, N. J.; No. 329, \$10, Percy L. Waters, the Kinetograph Co., New York City; No. 89, \$10, H. Pellington, Edison Phonograph Works, Orange, N. J.; No. 472, \$5, P. Weber, general superintendent, Edison Phonograph Works, Orange, N. J.; No. 407, \$5, John Kaiser, with Douglas Phonograph Co., New York City; No. 314, \$5, W. Williams, Edison Phonograph Works, Orange, N.

J.; No. 16, \$5, Percy L. Waters, the Kinetograph Co., New York City; No. 18, \$5, Mr. Taylor, with Edison Phonograph Works, Orange, N. J.; No. 56, \$5, Percy L. Waters, the Kinetograph Co., New York City; No. 219, \$5, Lipman Kaiser, of S. B. Davega, New York City; No. 78, \$5, R. McGuffie, Edison Phonograph Works, Orange, N. J.; No. 273, \$5, T. Harrison, of Edison Phonograph Works, Orange, N. J.; No. 215, \$5, J. N. Blackman, Blackman Talking Machine Co., New York City; No. 454, \$5, B. R. Barklow, manager the Bettini Co., New York City. The total amount realized for the \$140 sent the company was \$426.

## YOU HAVE WAITED FOR THIS!

AN ATTACHMENT FOR HOLDING SOFTERTONE AND MEDIUM TONE NEEDLES IN THE NEW SPRING CLAMP NEEDLE ARM OF THE VICTOR EXHIBITION SOUND BOX



Here it is attached to the sound box. The sound box is turned up and the attachment inserted with its flat side opposite the lever, as shown in illustration.

Here is the Needle Clamp Attachment separate.



Without this attachment it is impossible to use softer and medium tone needles on the spring clamp needle arm. It is perfectly simple, easily attached, holds like a vise and is made in two sizes—for softertone and for Medium tone needle. Order as NEEDLE CLAMP ATTACHMENT and specify which needle is to be used.

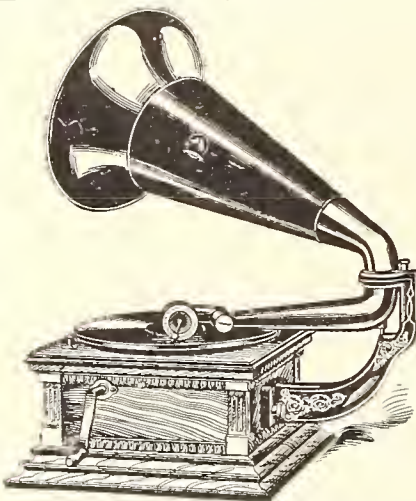
Price, 25 cents each

Special prices to jobbers and dealers

**The Softertone Needle** is growing in popularity every day. The loud tone needle, of course, is a necessity to the dealer for selling machines, but it is often too loud for home use. When a customer takes a machine home he finds the softertone needle a great relief. Instead of tiring it perpetuates the use of the machine. This means record sales.

**It Costs Less** One Softertone needle will play six records. Less time is used in changing needles, and there is less wear on the records. A record will last three times as long when the softertone needle is used. We did not accept this fact until satisfied by numerous tests. You owe it to yourself to make a test if in doubt.

FOR SALE BY LYON & HEALY, CHICAGO



**Mr. Dealer:**

If you want always to get the goods, send your orders to a house of exclusive

**Victor Jobbers.**

**STANLEY & PEARSALL,**

541 Fifth Avenue, N. Y.

**WE ARE NOT GIVING AWAY HORNS**

But our Prices will Certainly Interest You.

**THE BETTINI PHONOGRAPH CO., Ltd.,**

156 West 23d Street, New York.

**EDISON PHONOGRAPHS**

JOBBER IN

RECORDS AND SUPPLIES

**VICTOR TALKING MACHINES**



# Leading Jobbers of Talking Machines in America

## OLIVER DITSON COMPANY

Are the largest Eastern Distributors of  
**Victor Talking Machines and Records**

Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

150 Tremont St., BOSTON, MASS.

## SAINT LOUIS TALKING MACHINE CO.

Southwestern Headquarters for  
**Victor Machines and Records**  
We are Specialists of long experience and guarantee satisfactory service  
SAINT LOUIS, MO.

## I. DAVEGA, Jr., Jobber of EDISON PHONOGRAPH and VICTOR TALKING MACHINES, RECORDS and SUPPLIES

Large Stock of CYLINDER and DISC CABINETS  
125 W. 125th St., and 802-4 Third Ave., NEW YORK  
WM. H. FREELAND, Mgr., Wholesale Dept., 125th St.

## PACIFIC COAST HEADQUARTERS FOR EDISON PHONOGRAPHS AND RECORDS.

**Peter Bacigalupi,**  
SAN FRANCISCO, CAL.

## THE CABLE COMPANY CHICAGO.

Special attention given dealers in all lines.  
Complete Stock Disc and Cylinder.

**Columbia Graphophones**  
Records and Supplies.

You will find it to your advantage to give  
**A. C. HUFF,**  
BETHLEHEM, PA.  
A chance at your **COLUMBIA WANTS**  
Complete Disc and Cylinder Stocks

**OHIO PHONOGRAPH CO.,** Youngstown, O.  
LARGEST JOBBERS  
**Columbia Graphophones**  
DISC AND CYLINDER RECORDS IN OHIO  
Orders promptly filled

**FINCH & HAHN,**  
Albany, Troy, Schenectady.  
Jobbers of Edison  
**Phonographs and Records**  
100,000 Records  
Complete Stock Quick Service

## HARGER & BLISH Western Distributors for the VICTOR COMPANY.

It's worth while knowing, we never  
substitute a record.  
If it's in the catalog we've got it.  
**DUBUQUE, IOWA.**

IF YOU'RE IN WESTERN MICHIGAN  
it will be money in your pocket to order  
**Victor Machines and Records**  
... of ...  
**JULIUS A. J. FRIEDRICH**  
30-32 Canal Street, Grand Rapids, Michigan  
Our Motto: Quick Service and a Saving  
in Transportation Charges

**PITTSBURG PHONOGRAPH CO.**  
VICTOR and EDISON  
JOBBERs and JOBBERs  
Largest and most complete stock of Talking Machines and  
Records in Western Pennsylvania.  
ALSO HEADQUARTERS FOR  
**Columbia Graphophones**  
RECORDS and SUPPLIES.  
Write for Catalogue.

**Portland Talking Machine Co.**  
PORTLAND, MAINE  
Just Received - Complete Stocks  
**COLUMBIA DISC AND CYLINDER GRAPHOPHONES**  
Disc and Cylinder Records  
Prompt attention given all Orders

**GEO. BORGFELDT & CO.,**  
CHICAGO. NEW YORK. ST. LOUIS.  
**COLUMBIA JOBBERS**  
Disc and Cylinder.  
Graphophones, Records and Supplies.

**S. B. DAVEGA,**  
EDISON JOBBER  
VICTOR DISTRIBUTOR  
Kaiser's Illuminated Signs for Edison, Victor and  
Columbia Records.  
32 East 14th St. New York City.

**Minnesota Phonograph Co.**  
ST. PAUL MINNEAPOLIS  
37 E. 7th Street 518 Nicollet Avenue  
**Edison Phonographs and Records**  
ALL MACHINES, RECORDS AND SUPPLIES  
Write for Prices on Supplies.  
Orders filled same day as received.

**EDISONIA CO.**  
NEWARK, N. J.  
All Talking Machines  
and General Supplies

**DENHOLM & McKAY CO.**  
WORCESTER, MASS.  
EXCLUSIVE **COLUMBIA JOBBERS**  
Disc and Cylinder  
If it's in the Catalogue we have it in large quantities

**COLUMBIA ORDERS**  
for the New CYLINDER GRAPHOPHONES,  
equipped with the New Spring Contact Repro-  
ducers and Columbia X P Records, executed  
same day as received by  
**SPALDING & CO.**  
SYRACUSE, N. Y.

**CLARK, HORROCKS & CO.,**  
Utica, N. Y.  
Unexcelled Service on **COLUMBIA GRAPHOPHONES**  
Records and Supplies.  
Complete stock of all New Types. New Catalogue  
now ready.

**BENJ. SWITKY**  
Victor and Zonophone Distributor  
Phone 665 Gramercy 27 E. 14th St., New York City

**KLEIN & HEFFELMAN CO.**  
Canton, OHIO.  
**Edison & Victor**  
MACHINES, RECORDS AND SUPPLIES  
Quickest service and most complete stock in Ohio

**NEW ENGLAND**  
JOBBER HEADQUARTERS  
**EDISON AND VICTOR**  
Machines, Records and Supplies.  
**THE EASTERN TALKING MACHINE CO.**  
177 Tremont Street BOSTON, MASS.

**SEAVEY BROS.**  
HAVERHILL, MASS.  
We can make Immediate Shipment of  
All Orders for  
**Columbia Graphophones and Records**  
Give us a Try, and you will try again

**Jacot Music Box Co.,**  
39 Union Sq., New York.  
**Mira and Stella Music Boxes.**  
Edison and Victor Machines  
and Records.

**NEAL, CLARK & NEAL CO.,**  
BUFFALO, N. Y.  
Largest Stock of  
**COLUMBIA**  
**GRAPHOPHONES**  
and **Cylinder Records** in Western  
New York.  
We have what you want when you want it.

**Victor Talking Machines and Records**  
**SELF-PLAYING PIANOS.**  
Catalogs and Prices on Application.  
Pacific Coast Distributors  
**Sherman, Clay & Co.,** San Francisco, Los Angeles, Seattle.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great.  
Be sure and have your firm in the August list.



# Leading Jobbers of Talking Machines in America

PERRY B. WHITSIT L. M. WELLER

**PERRY B. WHITSIT CO.,**

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

Most complete line of Talking Machines, Records and Supplies in the west. Orders filled promptly

Columbus Representatives

**COLUMBIA** Cylinder Graphophones AND RECORDS.

Established 1896.

**THEO. F. BENTEL CO.**

Pittsburg Headquarters For

**EDISON-VICTOR-COLUMBIA**

TALKING MACHINES, RECORDS and SUPPLIES

Exclusive Pittsburg Distributors for American Records, Hawthorne & Sheble Mfg. Co.'s and our New Taper Arm Machines.

Write us for quotations.

435-437 Wood Street, Pittsburg, Pa.

**SOL BLOOM**

SOL BLOOM BUILDING

3 E. 42d Street, New York

**VICTOR DISTRIBUTOR**

**EDISON JOBBERS**

All the Latest Novelties in Talking Machines, Attachments, Supplies, Etc.

**Eclipse Phonograph Co.,**

Hoboken, N. J.

Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

**M. M. MARRIN & CO.**

Grand Rapids, Mich.

Exclusive Columbia Jobbers. Complete Stock Disc and Cylinder

**Columbia Records and Graphophones.**

All Orders Shipped Promptly

CHICAGO HEADQUARTERS

for

**COLUMBIA**

Disc and Cylinder Graphophones and Records

Exclusively COLUMBIA Lines.

HIBBARD, SPENCER, BARTLETT & CO., Chicago

**JOHN F. ELLIS & CO.**

WASHINGTON, D. C.

Distributor

**VICTOR** Talking Machines and **RECORDS** Wholesale and Retail Largest Stock in the South

**EVERY JOBBER** in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the August list.

## TRADE IN THE TWIN CITIES.

Hough Reports a Decided Increase Over Last Year—Opened New Stores Recently—Minnesota Phonograph Co. Make Excellent Report—The Views of Other Leading Dealers Vary, But All Seem Satisfied.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, July 7, 1906.

T. C. Hough, the pioneer talking machine dealer of the Twin Cities, with two stores in Minneapolis and one in St. Paul, reports trade as having been very satisfactory the past month; in fact, that his business has been greatly increased over last year by the opening of his new store two months ago. Mr. Hough handles the Edison and Zonophone.

The Minnesota Phonograph Co. report that their wholesale business has been very good for the past 30 days. Mr. Lowey, in charge of the Minneapolis branch, said: "Trade so far this month has been much better than in May. It was rather quiet for a while. We have had a very good demand for Edison machines for the home of an excellent quality, although the Victor has also been selling very satisfactorily."

About a month ago Mr. Lowey started the practice of putting all disc records in envelopes. The plan has proved so successful that other dealers are following his example.

A. M. Magoon, in charge of the Victor department of New England Furniture Co., said: "Trade is somewhat quieter this month. It comes in fits and starts, you might say. One day there is nothing doing, and the next day we more than make up for the day before. However, results compare very favorably with a year ago. The machines we have sold the last month have all been of the higher grade."

W. J. Dyer & Bro., who handle the Victor, report: "Trade is hardly as brisk now as it was, but still it has been very satisfactory. The demand for records is unusually good."

J. H. Wheeler, manager of the Columbia Phonograph Co., in Minneapolis, reported trade as somewhat quiet now that the summer has commenced, but that so far this year the results are considerably ahead of last year.

C. W. Long, formerly of Salt Lake City, has taken hold of the St. Paul branch of the Columbia Co., and in the past month has secured very satisfactory results.

The talking machine department in the Glass

Block reports trade as quiet. In this department can be found the Victor, Edison, Columbia, Zonophone and Reginalphone.

## THAT TALK-O-PHONE CO. SALE

Story in Toledo "Blade" Denied by Mr. Reed of the Talk-o-Phone Co. and Mr. Lyle of the Columbia Co.

(Special to The Talking Machine World.)

Toledo, O., July 6, 1906.

The "Blade" of this city on Wednesday contained the following story: "The long-pending sale of the plant of the Talk-o-Phone Co. has at last taken place, A. L. Irish, who controlled the concern, having disposed of his interests. Mr. Irish refuses to give the name of the purchaser, but says that the agreement calls for the transfer of the purchase money on July 6. It is believed that the property will pass into the hands of the Columbia Phonograph Co. Mr. Irish denies the report that V. R. Manley, former cashier of the Homer Savings Bank, purchased his holdings. Mr. Manley, however, will be associated with the new owners, who will be Eastern men. The former banker, it is understood, will be the manager of the plant."

\* \* \*

When The World submitted the foregoing dispatch to O. Clayton Reed, manager of the Talk-o-Phone Co.'s New York branch house, he said: "Such rot makes me tired. There is not a word of truth in it. Our business is on a good foundation, is flourishing, and why should we want to sell out. Our trade West is immense, and is growing in the East rapidly."

On George W. Lyle, general manager of the Columbia Phonograph Co., general, being requested for a statement he remarked: "Absolutely nothing in it, so far as the Columbia Co. is concerned. I could say something else, but I will not."

## PHONOGRAPH IS FURNITURE

When the Librarian of Congress Wants It to Go With a Typewriter.

(Special to The Talking Machine World.)

Washington, July 7, 1906.

The Comptroller of the Treasury has decided that a phonograph is furniture within the meaning of the law. The Librarian of Congress re-

cently asked for an opinion as to whether he was authorized to purchase a phonograph for use in his office out of the appropriation for furniture. The Librarian explained that he wished to use the phonograph "in connection with a typewriter."

The Comptroller has decided that in view of the use to which the talking machine is to be applied it can legally be paid for out of the furniture appropriation.

## HONORING NATION'S BIRTH.

Appropriate Display by the Columbia Phonograph Co. for July 4th—Handsome Window Setting at Local Store.

Living up to their reputation for window dressing, the retail branch of the Columbia Phonograph Co., at 872 Broadway, New York, did some very elaborate work for the anniversary of the Nation's birthday. The south window was adorned with imitation firecrackers of all sizes, acting as guards for the fine display of disc graphophones, the whole being backed with a drapery of American flags. In the north windows, festooned with the national colors, amid a setting of Columbia graphophones of all sizes, were pictures of Washington, Lincoln and others who contributed to the freedom of our country. The whole proved very attractive, and did great credit to the ingenuity of Hayward Cleveland, the manager.

## GRAPHOPHONE FOR BARON ROSEN.

During the visit of Baron Rosen, the Russian Ambassador to Bridgeport, Conn., the closing days of last week, he was entertained by the Bridgeport Board of Trade at a banquet which was largely attended. At the conclusion of his address he was presented with a number of presents—evidences of the industrial development of that city—including a magnificent graphophone, a typewriter, with Russian characters, a sewing machine, silverware and many other specially made articles.

The Burke Talking Machine Co., of Brooklyn, was incorporated recently with a capital of \$10,000. Incorporators: Thomas Burke, Elizabeth Burke and J. A. Fagan.



## With the Makers, Sellers and Users of Automatic Specialties

### THE MONTH'S HAPPENINGS.

Slot Machine Men Experiencing Busiest Season  
—Working Night and Day to Fill Orders—  
Nickel Theatres a Good Investment—Talk-  
ing Machine Can be Used in Connection—  
Automatic Pianos Growing in Favor.

From reports which reach us from all over the country, the slot machine men are now in the midst of their busiest season. New arcades are being continually opened, and yet the demand for more does not diminish to any appreciable degree. The manufacturers are making shipments with somewhat greater promptness, and though many are still behind hand in their orders owing to the unprecedentedly large demand for their product, there prevails a more settled condition of affairs. Wires are not being kept at so white a heat by frenzied arcade men who saw money slipping through their fingers because of the lack of machines.

Blame for congested conditions in the past must not, however, be placed on the shoulders of the manufacturers, for these men have been working night and day to fill up the gap between orders and shipments, only to find themselves unable to get their raw material from the foundries.

Just what attractions in the automatic line hold the greatest interest for the public is a mighty hard problem to solve. To the saunterer who strolls into an arcade at the present day his impressions can only lead in two directions in the line of comparison—an anniversary sale in ladies' shirt waists at one of our department stores or the wild Brooklyn Bridge stampede about 6 p. m.

This new wrinkle, or rather an old one in a different cloak, of opening nickel theatres where performances are held, say, every half hour, is

a mighty good investment for the man with a small amount of capital and, in fact, for any person, as the returns are all but beyond belief. Moving pictures always did and always will hold a strong attraction for both young and old. These are the whole substance of the show, while if you have a good singer, illustrated songs give a desirable contrast and add interest. By the new rental system in vogue with the large film manufacturers one can obtain a constantly changing programme, which is necessary for any great returns, especially in small towns, at a very low cost. This idea is a splendid one for the talking machine dealer. If your store is not suited for such a place, look for one, say, that will seat anywhere from 100 to 300—but get one. During intermissions have your talking machine there and give selections from the latest records. The illustrated songs also will be big boomers for your record business; an automatic piano or a talking machine will make a first-class crowd drawer for the front of your place.

The automatic piano has certainly won for itself an enviable position all over the country, wherever amusement features abound. All the arcades of any importance have these instruments as headliners and crowd drawers, where they occupy the central position at the front.

The electric gun galleries are kept busy night and day, while those establishments that boast a "real live target range" are flooded by the followers of this diverting sport. There really is something like exhilaration when one hears the sharp report of a gun in answer to the persuasive pressure of the trigger finger—something that makes one's blood rush through his veins a little faster, as he feels this thing of life he holds tremble after the discharge. Yes, it's a paying proposition any way you look at it, and an attraction worthy of addition to any parlor no matter how large or how small.

### MONEY IN AMUSEMENT PARKS.

Places Where Automatic Devices of All Kinds Should Find a Ready Market—A Big Field.

The estimated investment in summer amusement parks in this country will reach a total of \$100,000,000 this year. The total number of parks is estimated at 200, and three-fourths of that number are controlled by and operated for electric railway lines.

This figure for the investment seems high, and the more so when it is known that the many small resorts, "gardens" "groves," etc., found in every locality are not included. It is probable, however, that the figure may be accepted as representative, though it will correspond more clearly to the advertised cost of each specific resort rather than the actual cost, the two sums frequently being quite different. At any rate, the investment will reach an astonishing total, and it calls attention to an interesting development in transportation affairs.

### TRADE NOTICES.

The new Automatic Vaudeville Arcade opened at Nos. 31 and 32 Park Row by Max Goldstein is rather unique owing to its elaborate decoration. The predominating colorings are white and gold, to which has been added a cream tint and green. The basis of the treatment is the classic. The location of this arcade is without a doubt the best in this city, for more people pass this spot every day than anywhere else in the world.

The Vitak moving picture machine is one of the mechanical wonders of the age and the direct result of twelve years' experimenting by experts and the expenditure of many thousands of dollars. This machine can be operated after a moment's study by any person of ordinary intelligence. It is so constructed that not the

## Some Progressive Makers of Automatic Specialties

Coin Operated Talking Machines  
Coin Operated Illustrated Song Machines  
Coin Operated Machines of all other types

THE ROSENFELD MFG. CO.  
591 HUDSON STREET, N. Y. CITY

American Mutoscope & Biograph Co.  
11 E. FOURTEENTH ST., NEW YORK  
The Mutoscope Oldest and Best Known  
Slot Machine  
"The Backbone of the Automatic Parlor Business"  
Showing Moving Pictures in their Most Attractive Form

Special Hardened Black Cylinder  
**B & R RECORDS**  
Talking or Vocal, best talent, Spencer, Murray, Collins, Harlan, Macdonough and others. Your Own Name on Announcement on the record, in 100 lots, 21c. each.

A fine chance for dealers to advertise themselves. We furnish all the Phono. Parlors in the U. S.

BURKE & ROUS, 334-336 Fifth Ave., Brooklyn, N. Y.

Every Manufacturer in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the August list.

### DO YOU WANT MONEY?

You can make it easily if you sell

## "The Nicklin" Coin-Operated Piano

Secure territory now, before your neighbor gets it. Write for prices, discounts and advertising matter to

NEOLA PIANO & PLAYER CO.,  
201-203 East 49th Street, NEW YORK CITY



## THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.



slightest possible element of danger enters into its operation, and it can be sold at a price that places this pleasure maker within the means of every family. Here is a good chance for Mr. Talking Machine Dealer to carry a first-class side line. The price of these machines will make them appeal to all, and a large profit will accrue to you from their sale, not to speak of a steady trade in films, which you can build up as easily as your record business. Then, too, one of these machines might come in handy for use in your own store. By issuing invitations to customers and giving a performance, one afternoon a week, playing the latest records on a talking machine in between each set of pictures.

American prospectors in the automatic field are stretching out their arms to gather in some of the money of our cousins across the pond. A large and extremely attractive arcade has just been opened on Edgewater street, London, England, and, as was expected, the lavish way in which it has been fitted up has taken London by storm. And by the way this place is kept packed you would think the managers were doing the crowd a great favor in letting them spend their pennies. The Rosenfeld Mfg. Co., of this city, furnished the greater part of the machines.

### USE PHONOGRAPH AS ALARM.

**Clock Touches Off Machine and Sleeper Wakens to Music.**

People whose nerves are jarred by the strident tones of alarm clocks, but who still require artificial assistance in being brought back to consciousness every morning, may now be awakened, if they choose, by the music of a talking machine. There has just been invented a device for connecting an alarm clock with a talking machine in such a manner that the lever of the talking machine will be started at a certain hour, and, instead of the jangling bell of the clock, the sleeper is awakened by sweet music, oratory, or any form of entertainment which a

talking machine can ordinarily provide. The mechanism consists of a spring which trips a lever attached at one end to an ordinary alarm clock, at the other end to a cord which passes over a pulley and is connected to the starting lever of a talking machine. The case contains three ordinary dry-cell batteries, and when the spring is released by the clock the talking machine will deliver its message, and at the same time a miniature 4½-volt lamp is turned on. The light, however, may be turned on and off at will, and three ordinary dry cells will give a good light for a considerable time before they are exhausted.

### TALKING AND PICTURE MACHINE.

The talking machine has now been popularized to such an extent that it can be heard all over the world—if not in private homes, in the innumerable “penny-in-the-slot” machines placed everywhere. The moving picture machines being a more complicated apparatus, are fewer in number, but everybody is familiar with them. To combine the two into one machine is the invention of a Rhode Island man. A certain tune is placed on the talking machine, and pictures illustrating this particular song placed on the new apparatus. One presents the pictures, and the other reproduces the music. To gear each machine so that each picture will strike a predetermined point in the story of the song has not been a hard problem, and before long we may see these machines in operation in many amusement places.

### THE IMPERIAL ELECTRIC PIANO.

(Special to The Talking Machine World.)

World Office, 195-197 Wabash Avenue,  
Chicago, Ill., July 7, 1906.

The Cable Co. are having excellent success on their Imperial Electric piano, which is taking a prominent place in the ranks of coin operated machines. A notable feature of the Imperial is the expression device, which automatically gives forte or pianissimo effects, as required in the interpretation of the selection played. Manager Harrison, of the talking machine department, is also in charge of the company's coin operated instrument business. “They play when paid and pay when played,” is the apt phrase used in exploiting coin operated machines.

### “IT IS A DANDY.”

Reports from Neola Piano & Player Co. during the last few weeks indicate that the “Nicklin” (nickel-in-the-slot) piano, manufactured by them at their factory, 201 East Forty-ninth street, New York City, is making great strides and has firmly established itself as one of the consistent moneymakers for the live dealer. We quote from a letter received by the Neola Co. a few days ago from a prominent western music house; written after receipt and thorough trial of a “Nicklin”:

“Gentlemen—We like the instrument very much; it is so simple and easy to regulate, and so little to get out of repair that we think it is a ‘dandy.’ Yours truly, Featherston Music Co., Bozeman, Montana.”

### THE “SUBLIMA” PIANO.

One of the most interesting propositions which has come before the trade in many a day is the Sublima piano, illustrated and described in the advertisement of the Regina Co., on the back cover page of this issue of The World. It is a marvelous instrument with tremendous possibilities for the talking machine or arcade man. From the musical standpoint, it is most satisfying, while structurally it is built to last and give enduring satisfaction. No talking machine man should fail to look up this instrument and other specialties made by the Regina Co., as they should prove most effective as side lines.

The Colonial Automatic Merchandizing Co. was incorporated in Maine on June 30, with a

capital of \$200,000, to make and sell vending machines. The incorporators were I. S. Kearney and E. M. Thompson, both of Augusta.

### PRICE REDUCED

## Burnt Leather POST CARDS

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered the Talking Machine trade.

TRIAL ORDER.—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for \$3.10 cash. Retail everywhere at 10c. You make a clean profit of \$6.90.

## Risley-Bird Mfg. Co.

94 Fifth Avenue,  
New York.

## THE “PHONO TRADER AND RECORDER”

Editorial, Advertisement and Publishing Offices:—

1 & 2 WHITFIELD STREET, FINSBURY,  
LONDON, E. C., ENGLAND.

The “Phono Trader and Recorder” is published exclusively in the interest of the Talking Machine and Allied Trades. It contains usually from 70 to 80 pages of valuable and interesting matter, comprising list of all records issued monthly by the leading companies, minute descriptions (with drawings) of new patents, together with various special articles, interviews, etc., and items of news from all quarters relating to the Phono industry. Printed on art paper, and splendidly and profusely illustrated.

Annual subscription, post free, three shillings, which includes also the “Pick of the Basket” supplement of Record Reviews, a copy of which is inserted in the “Phono Trader.”

We shall be glad to supply a specimen copy.

## To Talking Machine Dealers

The MUSIC TRADE REVIEW is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise news, music publishers' department and talking machine trade. A special technical department is a regular weekly feature of the publication. A vast amount of valuable information is contained in each issue. The REVIEW has won higher honors at the great expositions than have ever been won by any other publication in the world.

Grand Prix at the Paris Exposition,	1900
Diploma at Pan-American Exposition,	1901
Silver Medal Charleston Exposition,	1902
Gold Medal St. Louis Exposition,	1904
Gold Medal Lewis-Clark Exposition,	1905

Subscription in United States, Canada and Mexico, \$2.00 for 52 weeks. All other countries, \$4.00.

We publish the Tuner's Guide also—a cloth-bound, illustrated work of over one hundred pages. Sent postpaid to any part of the world upon receipt of one dollar.

### EDWARD LYMAN BILL

Publisher. 1 Madison Ave., New York



Largest and  
Oldest

Talking  
Machine  
Journal

in Europe

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GEORGE ROTHGIESSER

BERLIN W. 30

John Bull's Message to Uncle Sam

GOOD LUCK TO YOU, BOYS!

I want to call your attention to “THE TALKING MACHINE NEWS,” which circulates throughout the whole of the British Islands, and goes all over the world besides. Contains all about everything relating to talking machines, and is invaluable to manufacturer, jobber and dealer alike. “The Talking Machine News” is published on the 1st and 15th of each month during January, February, March, October, November and December, and on the first of each month during April, May, June, July and September. Annual subscription, one dollar and ten cents. Specimen copy free on request.

The Publisher,

1 Mitre Court, Fleet Street, LONDON, ENGLAND, E. C.



# If Someone Told You

that there was a *new* musical instrument which operated automatically by means of a paper roll, *without pneumatics, bellows or tubes*, which *automatically* controlled its own expression from loud to soft and *vice versa* by means of perforations in the roll, and which had the effect and the tone-quality of an expensive orchestrion, although offered at a moderate price, you would want to know more about it, wouldn't you?

Well, we have such an instrument in our new

## Regina Sublima Piano

Although recently placed on the market, its success is already assured, and it bids fair to become the most popular instrument that we have ever produced.

Our space here is too limited for a complete description, but here are a few facts concerning it:—

1. It is coin operated.
2. It plays upon piano-strings, yet sounds different and *better* than any automatic piano.
3. Its tone quality is wonderfully rich and sweet, and the musical effect is not in the least degree "mechanical."
4. It is operated by *electric* motor or by *spring* motor as desired. (This feature is valuable in places where electric current cannot at all times be obtained).
5. It stands eight feet high.
6. It contains an advertising device with spaces for 10 cards, which



change at intervals while tunes are playing. This space can easily be rented and the rental will help pay for the instrument.

7. Each music-roll contains five selections, one of which is played for each coin inserted, and when the last one is finished, the roll is automatically re-wound, and is ready to start again at the beginning.

8. It has a range of 73 notes, which is almost double that of the ordinary coin-operated piano, and eight notes more than in the largest one heretofore produced.

9. It bears the well-known *Regina* guarantee.

Further information will be furnished on application. Dealers who wish to handle the Sublima Piano should write us promptly, as territory is being rapidly assigned for its sale.

THE REGINA CO.

Main Office and Factory :  
**RAHWAY, N. J.**

Manufacturers of Regina Music Boxes, Reginaphones, Regina Chime Clocks and Reginapianos.

Branches :  
Broadway and 17th St., NEW YORK  
259 Wabash Ave., CHICAGO





FOR VACATION FUN AND MUSIC.  
(July Ad.)

# Successful Edison Advertising

The vacation time is at hand and Edison Dealers are prospering. The reason is apparent. Edison summer advertising, a sample cut of which is shown on this page, tells the public how to advantageously use the Edison Phonograph during the warm summer months, and the suggestions are favorably received by the public.

The Edison Dealer never fears a "Summer Slump," because we prevent it by advertising as above mentioned.

There's money to be made in handling Edison goods, and it would pay you to write us or any of the Jobbers named below for full particulars. Do so now.

**National Phonograph Co.,** 59 LAKESIDE AVE.  
ORANGE, N. J.

New York Office, 31 Union Square.

## FOLLOWING ARE THE JOBBERS IN EDISON GOODS IN THE UNITED STATES AND CANADA:

Albany, N. Y.—Finch & Hahn.  
Allegheny, Pa.—Henry Braun.  
Allentown, Pa.—G. C. Aschbach.  
Astoria, N. Y.—John Rose.  
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.  
Baltimore—E. F. Droop & Sons Co.  
Bangor, Me.—S. L. Croshy Co.  
Birmingham, Ala.—The Talking Machine Co.  
Boston—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Sptg. Gds. Co., C. E. Osgood Co., Read & Read.  
Brooklyn—A. D. Matthews' Sons.  
Buffalo—Robert L. Loud.  
Burlington, Vt.—American Phono. Co.  
Canton, O.—Klein & Heffelman Co.  
Chicago—The Cahle Co., James I. Lyons, The Vim Co., Montgomery Ward & Co., Rudolph Wurlitzer Co., Babson Bros., Lyon & Healy.  
Cincinnati—Hlsen & Co., Rudolph Wurlitzer Co.  
Cleveland—Eclipse Musical Co.  
Columbus—Perry B. Whitsit Co.  
Dallas, Tex.—Southern Talking Mach. Co.  
Dayton, O.—Niehaus & Dohse.  
Denver—Denver Dry Goods Co., Hext Music Co.  
Des Moines, Ia.—The Vim Co., Hopkins Bros. Co.  
Detroit—American Phono. Co., Grinnell Bros.  
Easton, Pa.—William Werner.

Elmira, N. Y.—Elmira Arms Co.  
El Paso, Tex.—W. G. Walz Co.  
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.  
Fort Dodge, Iowa—Early Music House.  
Fort Worth, Texas—Cummings, Shepherd & Co.  
Gloversville, N. Y.—American Phono. Co.  
Harrisburg—S. K. Hamburger.  
Helena, Mont.—Frank Buser.  
Houston—Texas Phono. Co.  
Hoboken, N. J.—Eclipse Phonograph Co.  
Indianapolis—Indiana Phono. Co., Kipp-Link Phono. Co., A. B. Wahl Co.  
Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co.  
Kingston, N. Y.—Forsyth & Davis.  
Knoxville—Knoxville Typewriter and Phono. Co.  
Lafayette, Ind.—A. B. Wahl Co.  
Lincoln, Neb.—H. E. Sidles Cycle Co.  
Little Rock, Ark.—O. K. Houck Piano Co.  
Louisville—C. A. Ray.  
Lowell, Mass.—Thos. Wardell.  
Memphis—F. M. Atwood, O. K. Houck Piano Co.  
Milwaukee—McGreal Bros.  
Minneapolis—Thomas C. Hough, Minnesota Phono. Co.  
Mobile, Ala.—W. H. Reynolds.  
Montgomery, Ala.—R. L. Penick.  
Nashville—O. K. Houck Piano Co., Nashville Talk. Mach. Co., Magruder & Co.  
Newark, N. J.—A. O. Petit, Douglas Phono. Co.

Newark, O.—Ball-Fintze Co.  
New Bedford, Mass.—Household Furnishing Co.  
Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood Co.  
New Haven—Pardee-Ellenherger Co.  
New York City—Bettini Phonograph Co., Blackman Talking Machine Co., J. P. Blackman & Son, Sol Bloom, I. Davega, Jr., S. B. Davega, Douglas Phonograph Co., H. S. Gordon, Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker, Alfred Weiss.  
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.  
Ogden, Utah—Proudfit Sporting Goods Co.  
Omaha—Omaha Bicycle Co., Neh. Cycle Co.  
Oswego, N. Y.—Frank E. Bolway.  
Paterson, N. J.—James K. O'Dea.  
Pawtucket—Pawtucket Furniture Co.  
Peoria, Ill.—Peoria Phonograph Co.  
Philadelphia—C. J. Heppe & Son, Lit Bros., Penn. Phonograph Co., John Wanamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.  
Pittsburg—Theo. F. Bentel Co., Inc., H. Kleher & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Powers & Henry Co.  
Portland, Me.—W. H. Ross & Son.  
Portland, Ore.—Graves & Co.  
Quincy, Ill.—Quincy Phonograph Co.

Reading, Pa.—Reading Phonograph Co.  
Richmond—Magruder & Co.  
Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.  
Salt Lake City—Clayton Music Co.  
San Antonio, Tex.—H. C. Kees Optical Co.  
San Francisco—Peter Bacigalupi & Sons.  
Savannah, Ga.—George R. Youmans.  
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.  
Scranton—Ackerman & Co., Technical Supply Co.  
Seattle, Wash.—D. S. Johnston Co.  
Sharon, Pa.—W. C. De Forest & Son.  
Spokane, Wash.—Spokane Phono. Co.  
Springfield, Mass.—Flint & Brickett Co.  
St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T. M. Co., Inc.  
St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Minnesota Phono. Co.  
Syracuse—W. D. Andrews.  
Toledo—Hayes Music Co.  
Toronto—R. S. Williams & Sons Co., Ltd.  
Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.  
Troy, N. Y.—Finch & Hahn.  
Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.  
Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.  
Waycross, Ga.—Geo. R. Youmans.  
Williamsport, Pa.—W. A. Myers.  
Winnipeg—R. S. Williams & Sons Co., Ltd.  
Worcester, Mass.—Iver Johnson Sporting Goods Co.



# The TALKING MACHINE WORLD

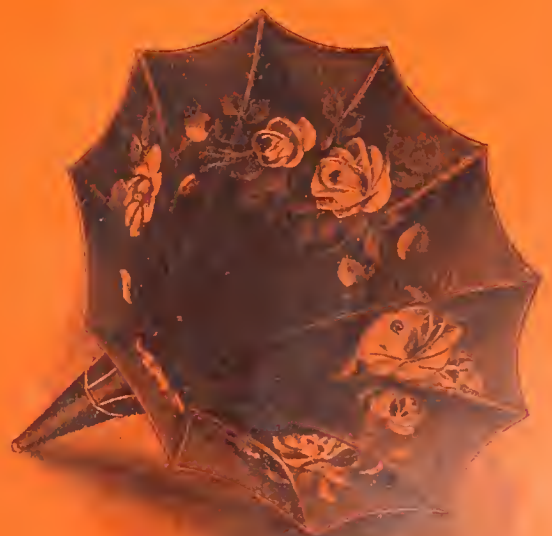
AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, August 15, 1906.

THE PIONEER MANUFACTURERS OF  
**AMPLIFYING HORNS AND HORN CRANES.**



**THE TEA TRAY COMPANY OF NEWARK, N. J.**



**No. 200. Clamp Horn Crane**

PATENTED

Feb. 2, 1904  
March 20, 1906

June 21, 1904  
May 15, 1906

Others pending.





# Take a Talking Machine



AND A GOOD ASSORTMENT OF

# AMERICAN RECORDS

With you on your Summer  
Vacation Outing

## INDIAN RECORDS

AMUSE AND AFFORD  
PLEASURE TO OLD AND YOUNG



Our Bulletin of Records,  
made Specially for  
Summer out-door  
use, now ready

**“INDIAN RECORDS”**

are loud, clear, and the assortment is large

# AMERICAN RECORD COMPANY



**Hawthorne, Sheble & Prescott**

(SALES MANAGERS)

**SPRINGFIELD, MASS.**





# The Talking Machine World

Vol. 2. No. 8.

New York, August 15, 1906.

Price Ten Cents

## AMERICAN COPYRIGHT BILL

Discussed from the English Point of View—Proposed Clauses Effecting Talking Machines and the Radical Changes Which Would Be Effected, in Case of Passage, Discussed.

Our friends in England are giving much attention to the revision of copyright now proposed in this country, and the Music Trades Review of London, in its last issue says:

"The new American copyright bill, and especially its clause dealing with reproductions by mechanical machines, has been severely criticised in America, and has provoked a great amount of opposition among the roll and record manufacturers. That feelings should have run very high and accusations of every sort should have been made, seems natural. Into these bickerings we cannot enter, and therefore will confine ourselves to the main points involved.

"It is obvious that the talking machine trade will be revolutionized if the proposed clauses should become law. The importance of the measure lies in the fact that not only would the American trade be affected, but that it would bring radical changes about in the talking machine and music publishing trades of the whole world.

"In order to realize this fact, we have only to remember that America is the home, and—to a great extent—the place of manufacture of the chief mechanical instruments, i. e., the piano-players and talking machines. Any changes of method and increased cost of production of these instruments in that country must necessarily react upon the trade in the other parts of the world. On the other hand, the United States of America is, and always has been, a remunerative market for European publications. There is not one music publishing house of any importance in Europe which has not either a branch establishment or an agency in the States. Similarly the demand for American music in Europe has constantly increased, with the result that the number of American publishers who have direct representation here is growing year by year. It must also not be forgotten that hardly any composition is issued in Europe that is not copyrighted in the United States; in fact, several countries (Germany, for instance) maintain a convention with the States whereby the copyrights of one country are automatically protected in America and vice versa, subject, of course, to certain formalities.

"If the clauses which seek to prohibit mechanical reproduction without permission were to pass, the talking machine trade would have to accept one of two courses: either the manufacture of players and talking machines would have to practically cease, or the manufacturers must acquire the rights of mechanical reproduction of compositions, which, under the proposed American bill, will be separated from the copyright and the right of performance.

"We may take it for granted that the respective camps will fight desperately for their interests, and it is not unlikely that amendments to those contentious clauses will be made. We suspend our judgment on the matter until we are in possession of the final text of the bill, which will be held over until the December session.

"However, the fact remains that now has commenced in real earnest the fight of composers and publishers for their full rights in every direction. That efforts to secure these would be made has been for a long time apparent to every observer of the trade; in fact, it was suggested both in Germany and at the Milan Congress of Publishers only a short time ago that the terms of the Berne convention should undergo modification in respect of the rights of mechanical reproduction. At present the United States is the only country involved, but unless we are very

much mistaken the battle cries of the two parties will resound throughout every civilized country before long."

## VALUE OF "PUSH."

A Small Word, But It Is the Key to Success on the Talking Machine Field.

Push is a little word, but it is the key to success in the talking machine business, notwithstanding.

A moderate capital, a good location and push harnessed abreast will prove a money making team capable of hauling a large business load at a good pace without turning a hair or missing a feed.

Push means hustle. Go after your customers—don't wait for them to come to you. Let them know all about you and your goods. Send them bulletins, invite them to call, and when they come, entertain them as your friends. Demonstrate to them the many uses of the talking machine; make them believe that their lives will be rank failures hence forward and forever without one of your outfits in their homes.

Make your store attractive with the many really artistic posters in endless variety furnished you by the manufacturers. Make a specialty of cleanliness, and you will find that when the ladies call, they will not only purchase the records they came for, but stay to listen to others, which will lead to sales in the future.

The only recipe for prosperity in the talking machine world that is worth shucks is push.

HOWARD TAYLOR MIDDLETON.

## FRENCH RULING ON RECORDS.

A recent French Government circular instructs customs officials that charged phonograph cylinders and gramophone discs (records) for the reproduction of words only or of songs with words are to be subjected on importation to the same copyright regulations as printed matter. Records for the reproduction of music only, without words, are not subject to these regulations.

## FOUR THOUSAND HORNS FOR EUROPE.

The Hawthorne & Sheble Manufacturing Co., of Philadelphia and Bridgeport, have just received a European cable order for four thousand assorted horns. For some time past it has been difficult for American concerns to compete with the cheap labor of Europe, but the Hawthorne & Sheble Manufacturing Co., by the addition of labor-saving machinery and devices, together with increased facilities, are now in a position to secure foreign business.

## GOOD TRADE REPORT FROM HOLYOKE.

(Special to The Talking Machine World.)

Holyoke, Mass., Aug. 10, 1906.

The talking machine business in this city has been of a very satisfactory nature right along, despite the expected summer dullness. Many machines have been sold and the demand for records has been extremely heavy. The trade predict an excellent fall business and are stocking up in anticipation. The leading dealers are M. Steinert & Sons Co., the Columbia Phonograph Co. and C. E. Walker & Co., who handle the Victor, Columbia and Edison lines, respectively.

At Washington there are kept photographs, samples of handwriting, biographies and other data of leading statesmen, including the presidents of the United States, and these, if agitators for the move are successful, will be increased by phonographic records of the voices, in public speech and ordinary conversation, of the men of whom these records are kept.

## THE "REFORMED PHONOGRAPH."

The Salvation Army Has One on Its Hands, and the Wonder Is What Fearful Crime Did It Commit in Its Life-time.

So many crimes have been laid at the door of the poor, abused talking machine that its betterment has been undertaken by the Salvation Army, and if their accounts are true, they have succeeded in saving its musical soul. In front of one of their headquarters the following announcement has been boldly placarded:

COME IN AND HEAR

THE REFORMED PHONOGRAPH.

IT SINGS,

IT PRAYS.

IT WILL LEAD YOU TO JESUS.

IT WORKS ALL THE TIME.

Many have been the suggestions as to what fearful crime this instrument could have committed to be compelled to publish its sins to all the world and do penance by working all of the time. Inquiries among the various dealers in the city elicited opinions like the following: "It was corrupted taking testimony in a society divorce suit." "It was a Brooklynite and had to travel over the bridge every night." "It had been brought up on ragtime music, but after hearing 'Waiting at the Church,' got religion." "A small goods importer tried to dictate a letter to it. It got mad." "It was once the property of a talking machine jobber who never advertised, and its morals were corrupted by hearing his cursory remarks about the dull times."

The fact remains, however, that it has been reformed, and is playing its part in aiding in the reformation of others. There can be no doubt that it will receive far closer attention than many preachers and exhorters, and will sing in a sweeter strain than the average mixed choir. If it succeeds in its mission, its life will be well spent, and the ingenuity of its inventor will have been put to a good use. The Salvation Army have certainly paid the talking machine a compliment by using one in their services, and the time may not be far distant when it will be used in the same field by others.

## LANGUAGE STUDY IN CHICAGO.

Lyon & Healy Doing a Big Business With the Course Directed by the International Correspondence Schools.

(Special to The Talking Machine World.)

Chicago, Ill., August 9, 1906.

L. L. Lewis, representing the International Correspondence Schools of Scranton, Pa., is in charge of a special branch in the retail department of Lyon & Healy's devoted to the exploitation of language teaching through the medium of the talking machine. It is said that so far Lyon & Healy have disposed of over 300 outfits, mostly to the better class of customers, the facilities offered by the talking machine plan for studying at odd hours appealing directly to the busy man of affairs. All told, the International Correspondence Schools have disposed of 20,000 outfits, valued at \$1,000,000.

## "TALKER" INSTEAD OF ORGAN.

Progressive Pastor of Catholic Church Uses Talking Machine in Services.

A small Catholic Church in one of the Southern States has experienced considerable difficulty in raising an organ fund, and for a long time was without music. The pastor—evidently a priest built on the twentieth-century plan—installed a talking machine in the choir which renders hymns and other music suitable for use during the masses.



# A CONVINCING ARGUMENT WHY THE PEERLESS COIN-OPERATED PIANOS ARE LEADERS.

Do you know that the PEERLESS COIN-OPERATED PIANOS are used in Cuba, South America, Australia and Africa, on the Gold Coast in the furthest confines of Alaska and the Klondike, and many more of the uttermost corners of the Earth.

**There's a Reason:** The PEERLESS is the easiest to sell and it stays sold. The live and up-to-date Dealer should consider the PEERLESS, as it will mean quick profits to him in the end.

SOME GOOD  
TERRITORY  
STILL OPEN.

SLOT MACHINES PLACED  
ON PERCENTAGE  
OR RENTED

ALL KINDS OF REPAIR WORK  
PROMPTLY ATTENDED TO  
TEL. N. W. MAIN 4180-J1

N. W. AGENTS FOR REGINA  
MUSIC BOXES

JNO. J. NELSON

JAMES E. NELSON

THE NIMBLE NICKEL BEATS THE SLOW DOLLAR

## The National Novelty Company

(INCORPORATED)

DEALERS IN

ALL KINDS OF SLOT MACHINES

WHOLESALE AND RETAIL

100-2-4-6 Second St. S.

MINNEAPOLIS, MINN.

Peerless Piano-player Co.,

New York, N. Y.

Gentlemen:-

It gives us pleasure to state, that we have sold a great many of "STYLE" #44 Nickel-in-the-slot Automatic Peerless Pianos, and they have given the very best of satisfaction to our customers.

Our customers state that they have never made an investment that has brought the same returns and most of them have had experience with other nickel-in-the-slot Pianos, as well as other nickel-in-the-slot Music-boxes.

Yours truly,

NATIONAL NOVELTY CO.,  
E. J. Zimmerman, Pres. & Treas.

## NELSON BROS.' CAFE,

1001 GRAVIER ST., COR. DRYADES ST.,

NEW ORLEANS, LA.

Messrs L. Gruenwald & Co. Jan 31/06

Gentlemen

We have one of your Peerless Electric Pianos in operation in our Picture Arcade, & also in our Saloon, the one in the Arcade has been in operation for eight months we kept it playing constantly from 8 am to 10 pm every day during this period, without once getting out of order; and we firmly believe that the Peerless Piano has no equal.

The one we have in our Saloon is a money getter and a great drawing card for the Bar

Very Respectfully Yours  
Jno J & Jas E Nelson

MORRIS ROSENBAUM

"We Never Sleep."

SID J. FRIEDMAN.

Friedman & Rosenbaum,

BAR AND CAFE,

BOTH TELEPHONES 9.

14 UNION STREET.

Memphis, Tenn., Jan. 25th, 1904.

Peerless Piano Player Co.,

2 East 47th St.,

N. Y.

Gentlemen:-

In reference to our PEERLESS ELECTRIC PNEUMATIC PIANO, which was the first in Memphis, we are glad to advise that we are more than pleased with it. We do not see how there could be a better COIN OPERATED PIANO than this one has proved to be.

The PEERLESS was installed in our place on Sept. 16th, '03, and up to this date, a period of four months and fifteen days, it has earned \$490.15, or an average of \$108.92 per month. In addition, it has materially increased our sales by making our place more attractive to our patrons.

Among its many points of merit are-- beautiful quality of tone and durability. Our PIANO has not required any tuning, and it has not cost us a cent for repairs.

Very truly,

Friedman & Rosenbaum

HIGHEST AWARDS—Gold Medals.

Buffalo 1901.

St. Louis 1904.

Portland 1905.

ROTH & ENGELHARDT, (Props. Peerless Piano Player Co)

OFFICES: WINDSOR ARCADE, FIFTH AVENUE, NEW YORK.

FACTORIES: ST. JOHNSVILLE N. Y.

F. TREON.

J. MILLER.

## Penny Arcade Amusement Parlor.

Dealers in

AMUSEMENT SLOT MACHINES

of Every Description.

Agents for the PEERLESS AUTOMATIC PIANO PLAYER.

205 LACKAWANNA AVENUE.

Scranton, Pa., Feb. 1, 1904.

Peerless Piano Player Co.,

Roth & Engelhardt, Prop.,

#2 E. 47th St.

New York.

Gentlemen:-

About one year ago we purchased one of your Peerless Nickel in the slot pianos for use in our Penny Arcade. This instrument has been running steadily every day except Sunday from nine o'clock in the morning until ten o'clock at night, a steady run of thirteen hours each day, and it is as good now as when we purchased it. It requires only a few minutes attention each day and we freely give you this endorsement because we consider it positively the best Automatic Piano both Structurally and musically that has ever been produced. Wishing you success, we are,

Yours truly,  
Treon & Miller.

J. B. Miller.



## TRADE IN THE SAINTLY CITY.

**Business Reports Favorable—Dealers Optimistic Over Outlook for the Fall—Val A. Reis Co.'s Handsome New Quarters—The News of the Trade Carefully Sifted and Presented for Readers' Consideration.**

(Special to The Talking Machine World.)

St. Louis, Mo., August 8, 1906.

Talking machine reports for this month are all fairly favorable, and trade for the latter part of the month shows an improvement with indications for a nice fall trade. All the dealers are decidedly optimistic, and are preparing for a big business from now on.

Those who attended the Edison gathering in New York are very enthusiastic over the pleasure they enjoyed, and are predicting that this reunion will have a splendid effect on all those who had the good fortune to participate.

W. C. Fuhri, Central Western manager of the Columbia Phonograph Co., returned recently from a trip through his territory, and found business in a very healthy condition with splendid prospects for the fall.

Manager Kelly, of this concern, states that they have just received some of their new type B. M., which are making a big hit, both with the public and the dealers. This concern has just recently fixed up a fine grand opera room, where these records are played exclusively for their prospective patrons. W. M. Byrd, traveler for this house, is home from a month's trip through Illinois and Missouri, and reports trade very good.

S. E. Lind, assistant manager of the Columbia Phonograph Co., at Detroit, Mich., was a recent visitor here on his vacation.

D. S. Ramsdell, vice-president and general manager of the St. Louis Talking Machine Co., reports trade as being better than expected for this season of the year. He finds great difficulty in getting enough of their new style second and third Victor machines to supply the demand. C. P. Ramsdell, of this concern, is expected home about August 10 from an extensive Eastern trip.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports their business as being good. He states that their monthly concerts, which they give at their store one night a month, are good trade producers.

The Val A. Reis Music Co. are fitting up handsome talking machine rooms at their new store, and when completed they will be decidedly attractive. This firm will push their talking machine interests very strong from now on.

The Thiebes-Stierlin Music Co. are making preparations to establish elaborate talking ma-

chine rooms on the first floor of their store at an early date, when they will go into the retail business extensively. They report their wholesale trade as being good.

T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., states that their July business made a nice showing, and that he looks for a big fall trade.

A. G. Quade is now manager of the Talking Machine Co., vice M. Neuman, who is no longer connected with the company.

E. B. Walthall, manager of the talking machine department of the O. K. Houck Piano Co., accompanied by his wife, is home from his vacation, which was spent in the East.

## EUROPEAN SINGERS MAKE MONEY

**Through Singing for the Talking Machine—Even Musical Papers Now Admit the Artistic Influence of the "Talker"—Some Singers Who Secure Big Salaries.**

"That the talking machine has come to stay, and, moreover, has to be treated quite seriously, there is no longer any doubt," is the admission of the London Musical News. For this, much thanks. Even the British Museum, the most conservative of all institutions, has, in entering on its list of exhibits records of Tamagno and others, set the seal on the utility of the talking machine, and an interview with a record maker, which recently appeared in Tit-Bits, demonstrates the fact that it offers a new source of income to singers. It appears that many singers, not necessarily of the very highest class, but those whose voices are peculiarly adapted to record making, are being engaged in England at salaries of £100 (\$500) to £700 (\$3,500) by the talking machine merchants. The manager of this establishment tells us that the best voices do not always make the best records, and that basses and contraltos are generally more effectively reproduced than tenors and sopranos, with the single exception of Caruso, whose voice, it is said, can be heard on the phonograph with wonderfully realistic naturalness. Throaty tones are fatal, and "the man or woman who sings from the back of the throat is no good for the phonograph. What is wanted is a clear, unaffected tone, which will cut clearly into the wax." It seems evident, therefore, that voices which have been subjected to "open" training are the ones that are most effectively reproduced, and though this can be readily understood, it is somewhat unsatisfactory. Voice trainers who advocate more "closed" methods for body of tone and carrying power will find their pupils less in demand for phonographic purposes than

the more shrill and hard toned students of the "open" system. But it must be remembered that the most effective voices at a few feet away are the ones which will make the best records, and those who can carry their voices to the farthest end of a large concert hall are not necessarily the most suitable for reproduction. We are told that Madame Schumann-Heink and M. Plancon make better effects than Madame Melba and Herr Burgstaller. Further details as to instrumentalists are interesting. Violin soloists are at a discount, as violin tones are too sharp to reproduce well. They seldom earn more than 10 shillings a record; but the record manager has a side drum player who has been engaged for five years at £300 a year! This is a decided setback for stringed instrument artists, but our Kubeliks and others can comfort themselves with the thought that in ordinary performance they have little fear of being ousted from the platform by players on instruments of percussion! Still the song artists have the best of it, and engagements by makers of talking machine records, though unattended with the "enthusiastic receptions" so beloved by public performers, offer a nice little addition to the income of competent exponents without the trouble of getting into concert attire or the possibility of suffering from stage fright.

## CHAS. FROHMAN'S LATEST IDEA.

**Brings Trunk Full of Talking Machine Records of Songs in London Play to be Produced in New York.**

Charles Frohman successfully tested an interesting experiment last week at the dress rehearsal of "The Little Cherub" at the Criterion Theater. He not only came back from Europe with a chest of plays and contracts, but also brought with him a trunk full of tunes.

It was Mr. Frohman's idea that there was a new way of importing popular song hits, and he has found that it worked finely. Songs he heard in Paris and London he had sung into a talking machine by the artists who were singing the hits. The records he brought with him, and at the rehearsal several songs now used in "The Little Cherub" were reeled off the records with excellent effect.

In some regards the song on the record compared well with the song as rendered here by the singer, and in instances it suggested improvements. The song written by Marie Doro, "The Doggie in the Yard," which is being sung in "The Beauty of Bath" at the Aldwych Theater by Seymour Hicks and Ellaline Terriss, was reproduced for "The Little Cherub" company from the record. It is sung here by Hattie Williams.

Mr. Frohman was so pleased with the success of the experiment that he cabled Seymour Hicks to send him records of any new song hits as they come out in London.

## A QUICK SELLING NOVELTY

**Is the New Patented Compartment Needle Box Being Placed on the Market by Hawthorne & Sheble Mfg. Co.**

An important addition to the list of quick selling novelties in the talking machine trade has been made recently in a new patented compartment needle box illustrated in this issue of The World. The box is admirably adapted for the purposes intended, providing a means for separating needles of different reproducing qualities. Almost any desired tone effect can now be secured from a disc talking machine by the aid of needles of various thicknesses, length and taper. Another feature of the compartment needle box is the space arranged for the used or rejected needles, and the method of disposing of the needles is a novel one.

We understand from the patentees of the box that they have booked orders six months ahead for same. There is no reason why it should not have a large and extensive sale, as it not only fills a long-felt want, but is the first device of its kind so admirably arranged with convenient features.

## Sell Them The Best Oil— It Pays



The best oil that's made (that's "3-in-One") is none too good for your talking machines. No other oil is good enough. Any less-than-best oil is liable to make trouble between you and your customers. Why take chances? Why not take the good easy profit (50 and 100 per cent.) you would make selling "3-in-One?"

"3-in-One" is the one right and safe lubricant for phonographs, graphophones, gram-o-phones and all other disc machines. It makes the action points work perfectly. Prevents rust and tarnish on the metal surfaces. Polishes the wood cases. Keeps the records clean—just wipe them with soft cloth moistened with "3-in-One."

Suppose you just get a trial supply of "3-in-One" from your jobber and see what happens. Or prove its value to yourself by writing to-day for a FREE sample bottle and the "3-in-One" Book. Address:

**G. W. COLE COMPANY,** Sole Makers of "3-in-One"

Broadway and Liberty Streets,

New York City.



## THE QUAKER CITY NEWS BUDGET.

Business for Month Uneven—Progressive Institutions Make All Seasons Active—Victor Co.'s Excursion—Musical Echo Co.'s New Quarters—Heppe's Selling Plan—Keen Co. Organized Phonographs as Furniture and Toys—Combines Are Dangerous—Talking Machine Development—Circulating Record Bureau—"Talker" Men to Play Ball—Views of Talking Machine Music—Abuse of the Machine by Well-Meaning But Thoughtless People.

(Special to The Talking Machine World.)

Philadelphia, Pa., August 10, 1906.

So far as trade in local talking machine circles is concerned, it is as one wholesaler put it, "in a betwixt and between season condition." He meant that while business was pretty good it was by comparison with other months rather quiet. The fact is, reports differ as to state of trade; some of the dealers are busy, some fairly so, while others are merely doing a seasonable business. Unquestionably dealers themselves have much to do in making trade good or dull. The aggressive dealer, with good ideas and a determination to push sales, is not complaining. The less said about the other sort of fellow the better. Good fall trade is predicted. The usual complaint, viz., "We would be doing more business if we could get the records we want," is heard. Sales at Jersey seaside resorts are reported good, records and supplies especially being in good demand.

The Chancery Court of New Jersey the past month made perpetual the injunction sued out by Tabacconist Seligman against the Victor Talking Machine Co. This injunction restrains the company from operating this power plant after 10 o'clock p. m. and before 6 a. m. The court's order really imposes no hardship on the Victor Co., because they can easily construct additional buildings and enlarge output capacity to meet all requirements, and it is quite likely they will do so. The fifth-story addition to the North Front street factory has been completed, and work on the Cooper street addition is being vigorously prosecuted.

The employees of the Victor Co. gave an excursion to Atlantic City the past month. It was enjoyable and successful in every way. A small fire occurred at the works the past month, but was "put out" by the Victor fire company long before the Camden firemen reached the works.

A baseball nine, composed of Victor Co. employees, crossed bats recently with a nine from a nearby industrial plant. The Victor boys went down—failed to make a record, and now they want another game and satisfaction.

The entire Victor plant is running steadily, and there seems some chance now of catching up with back orders. Vice-President Douglass is enjoying better health.

Comfortably ensconced in new and larger quarters at 1217 Chestnut street, the Musical Echo Co. are in excellent shape to successfully handle the increasing business which is coming into both retail and wholesale departments. Manager H. D. Marschalk and his assistant, L. J. Gerson, are a strong selling team, having had ample experience and being possessors of "snap" and hustling ability. The new quarters are tastefully furnished and attractive, and "pull in" buyers from the most fashionable promenade in the Quaker City.

C. J. Heppe & Son, who originated the "Junior Club" plan of selling talking machines, report that it has proven very successful. Phonographs are sold on a basis of \$1 down and \$1 a week. Boys are led to be careful in the way of saving their money with which to make payments, and even bankers have instructed their boys to join the club to the end that they would learn "real lessons in business." The fact that they earn money to pay for a machine also leads the Juniors to take pride in their work, and also teaches them to take good care of their machine, too. A large number of sales have been made by Heppe & Son.

The application of the Keen Co. for a State charter empowering them to manufacture and deal in talking machines, etc., was duly granted by Governor Pennypacker. It is capitalized at \$5,000, and the incorporators are B. Silver and David and M. N. Keen. Since opening parlors

and warerooms the Keen Co. have met with good business success, and established a solid trade. David Keen is giving close personal attention to sales, and is pushing business in several original ways.

Said a Market street jobber: "At Washington the Comptroller of the Treasury decided that a phonograph is furniture. At New York the board of United States General Appraisers decided phonographs are not toys and must pay an entry duty of 45 per cent. as manufactures of metal, and not 35 per cent. as toys. This latter decision will help keep out foreign-made goods, which will benefit domestic manufacturers, jobbers, etc. The Washington decision, which classifies phonographs as 'furniture' favors us also, because it stamps the machines as being necessary office adjuncts. All these things are sure to make trade better."

Members of the trade here who attended the meeting of Edison jobbers at New York last month are warm in their praise of the treatment received, and all report having had a splendid time, and, in addition, picked up good trade tips and pointers.

Any attempt by a "combine" or "association" of jobbers to "fix" or "set" prices on machines, records, etc., will be fraught with danger here, as Pennsylvania laws against "trusts," arbitrary prices, etc., are very rigorous.

"I have been connected with the talking machine trade about ten years," said a Ninth street jobber in a chat with The World, "and the fact that important developments and advancement have been made in the past few years impresses itself daily on my mind. I presume I could mention a dozen men here who, like me, went into the business thinking it was a transient fad, and that in due time we would turn to something else. Ten years ago the talking machine was looked upon as a toy—and, to an extent, some of the primitive talking machines turned out in those days were toys—and even worse. Ten years ago talking machines were handled as a 'side line.' Exclusive houses, such as we have all over the country to-day, did not exist; in fact, men with money were afraid to go into the thing on an exclusive basis! But as improvements were made, inventions perfected and new companies organized, a steady change for the better came, and the business has now reached its present remarkable proportions. To predict its future is quite impossible, but with the talking machine fast becoming a necessary and a useful adjunct in office and commercial work, a decidedly solid, substantial business is being founded, which, in my opinion, will last as long as men carry on commerce and trade."

A talking machine circulating record bureau is among the probabilities of the near future, according to rumors circulating here. It is said Philadelphians have discussed the plan of placing large cabinets, containing disc and cylinder records, in prominent drug stores in principal cities of the United States. People owning phonographs, upon paying a membership fee of \$2, would be allowed to take out from one to ten records for two weeks, paying 5 cents apiece for them. The plan closely follows the Tabard Inn Library scheme, originated by the now defunct Book Lovers' Co. Members of the Phonograph Record Bureau would be in a position to hear the latest records as well as old ones, at a mere nominal cost. It is said it would take \$500,000 to get the plan started. The World's correspondent has only secured meager news of the talked-of scheme, and cannot say whether it is really going to be consummated or not. Later he will give more particulars. It is rumored, however, that several substantial men of means are willing to finance the scheme. Assuming that record manufacturers will not sell the proposed new bureau

corporation its records, it will, if started, prove a good thing for jobbers and, indirectly, for retailers, because it is figured members of the bureau, hearing so many new records, would turn in and buy their own.

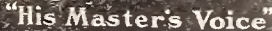
Dame Rumor has it that the wholesalers and jobbers are seriously thinking of challenging the retail talking machine dealers to a red-hot game of baseball. The game, it is understood, will be "pulled off" on a lot convenient to an uptown hospital and handy to a brewery. H. T. Lewis, of the Lewis Talking Machine Co., is mentioned as pitcher on the jobbers' "battery," but he won't pitch, he will simply fire the baseball from a small cannon. If "Ed" Buehn, of the Wells Phonograph Co., as catcher, manages to stop the "sphere," well and good, otherwise it seems likely the balls will go through him. The retailers will probably put W. Beckhardt, of the Eastern Phonograph Co., and "Charley" Robertson, a genial Lancaster avenue hustler, in the "box," and a hearse will be around the corner until after the game's over and the battlefield is searched. A detail of marines from League Island, it is asserted, will maintain order, while the Superintendent of Police, clad in armor, will do any umpiring that is allowed. Talking machines, mounted in all parts of the "diamond," will encourage the victims to "make second!" "slide for home!" "back to the woods with you!" "slug him, Bob! he's doing you out of a run!" etc.

Signs that talking machine "music" is not wholly popular with some people are not wanting. The Rev. J. R. Jordan, Burgess of Prospect Park, a nearby village, recently issued an edict that only "sacred music" could be played on talking machines on Sunday, and a police officer has been enforcing the order. In Chancery Court at Camden, N. J., the past month, on complaint of J. Albert Harris, a rule to show cause why an injunction should not be issued against O. J. Leigh, of Wildwood, N. J., from operating a phonograph, was granted. Reuben Goldberger, an Eighth street merchant, Philadelphia, complained to Judge Martin, of Common Pleas Court, that a talking machine operated by J. W. Himebaugh, an amusement palace man, opposite his place of business, so annoyed and distressed clerks, etc., that it had become unendurable. Finally the matter was compromised by Mr. Himebaugh agreeing to have the music operated on a p. p. basis, with the phonograph moved away from his front door back to the rear. A number of laborers, near Bridgeton, N. J., annoyed because a phonograph kept them awake when they wanted to sleep, took the law into their own hands, and descending upon the offending machine, kicked it to pieces and threatened to do the owner bodily harm.

The foregoing facts are mentioned to emphasize the points made by a local dealer in talking machines, etc., who, in an interview, chatted on the subject of "Use and Abuse of Talking Machines." He said, in part: "To the right use of talking machines by considerate people no sane person will object, but certainly when foolish people operate them in such a way as to cause annoyance and distress, it is time such people were called to order. The talking machine itself is not a nuisance; but it can be made one, of course, by thoughtless, foolish people who set it going at unreasonably late hours, or who set them going in wrong places, such as near a church during service hour, or who keep a machine going so continuously that what was enjoyable or amusing at first is, by monotonous repetition, turned into annoyance and distress. Common sense must be exercised by owners of talking machines if they wish to avoid being called 'nuisances.' Talking machines are no worse than dozens of musical instruments so far as abuse is concerned. A clarinet or violin played at 2 a. m. by an amateur is enough to make a well man frantic. And a talking machine operated under wrong conditions by a person with more enthusiasm than discretion is apt to stir up bitter feelings. There should be moderation in all things, and in phonographs people should consider other people's feelings."

Harris Master, who recently opened talking machine and piano salesrooms at 239 Market street, is meeting with deserved business success. He





pseudo, C.....The Hayes Music Co.  
 A. J. Rummel Arms Co.  
 Whitney & Currier Co.  
 Washington, D. C.....John F. Ellis & Co.  
 S. Kann & Sons Co.

**FILL OUT**  
**CUT OFF**  
**MAIL TO-DAY.**

Victor Talking Machine Company, Camden, N. J.  
 Please send me illustrated catalogue of Victor Machines and  
 Records, with full trade information and names  
 of my nearest distributors.

Name.....  
 Street.....  
 City.....  
 State.....

35



carries a good-sized stock of popular makes of machines and records.

Having once been a resident of San Francisco, L. F. Geissler, general manager of the Victor Talking Machine Co., has taken a deep interest in the affairs of that city, both at the time of the earthquake and fire and since.

At Camden, N. J., it has been understood that the famous Victor, "His Master's Voice," "picture" was originated by Mr. Eldredge Johnson. He had a dog at one time which closely resembled the one in the "picture" which is peering into the talking machine, and if, as related in the July World, a Massachusetts gentleman originated or, rather, "discovered" the "picture," a belief long cherished by Camdenians, falls. Some Camden people are so sure the dog in the picture was Mr. Johusou's pet canine that they can almost tell the name of the photographer where Mr. Johnson had the "picture" taken. "Sure," said one old resident, "that's Mr. Johnson's dog. He was a sort of bulldog-poodle dog, and his name was 'Jack.' Gee whillikens! I knew the dog well!" "Was it Mr. Johnson's dog?" is a question which bids fair to become quite as interesting as "The lady or the tiger?" problem, made famous by Frank R. Stockton.

### MUSIC IN PITT STREET!

Rival Venders Start Talking Machines With Love Tunes to Attract Trade.

Pitt street, between Grand and Broome, is now known as a musical center. All the airs that are dear to the ears of the east side there mingle in a mighty roar until late in the night. As yet there has been no complaint to the Health Department because, though the street is narrow and the average family has not less than five children, neither the heat nor the crowded quarters have disturbed the nerves of the community and there is not a case of illness on the block. The people are happy with the music that has recently been added to their pleasures through a war among the candy stores.

It all began a week ago, when Sam Berger placed in his store a talking machine which ground out all the tunes that are favorites with the boys and girls, and naturally the young men bought candy for their sweethearts from Berger. His store became the lovemaking center of the neighborhood.

Isaac Davis across the way could not stand for this competition, and bought a larger talking machine with a large horn. This brought the crowd flocking to his place of business, the favorite being "Chasan und Kalla Mozzel Toi." The children can dance to this to their hearts' delight. The older couples can hold hands without being discovered because of the crowd, and it is not difficult to slip an arm around a waist without being too conspicuous.

The new machine helped Samuel Cohen, whose store is just in the neighborhood. He profited by the overflow, and did not have to pay for anything.

Learning that Berger is to get a still larger singing machine, Cohen, who believes in fair play, means to buy the largest talking machine made, warranted to play with emotion "Kim, Kim Smelke a Heim." The news has filled the healthy, happy community with untold delight.

### THEY HAVE "CANNED" THE SQUEAL.

One of the scenes in the dramatized version of Upton Sinclair's novel, the "Jungle," which, as everybody knows, treats of conditions in the stockyards of Chicago, depicts a number of hogs being led to the slaughter. The agonized squeals of the hogs will be reproduced by a series of talking machines placed behind the stage. The records have already been made in Chicago. What next?

### LIVELY CAMPAIGN IN RICHMOND.

Since obtaining the agency for the Victor talking machines, the Cable Company have been carrying on a vigorous advertising campaign, especially in the South. The Richmond branch is

turning out some very clever advertising, the work of Edward H. Mayfield, and it is the kind of publicity that will undoubtedly spell success.

### POWERS & HENRY CO. ACTIVITY.

Doing a Big Business in Their New Store—Grand Opera Concerts to Be Inaugurated.

(Special to The Talking Machine World.)  
Pittsburg, Pa., August 7, 1906.

The new talking machine store opened not long ago by the Powers & Henry Co., at the corner of Sixth street and Duquesne Way, is now fully established and running smoothly. An extensive line of machines and over 150,000 records are carried in stock, and as an inducement for the opening to attract a crowd to their store they gave to all persons presenting a certain ad. clipping, and who owned a cylinder machine, one Columbia record from a late catalogue. To those presenting the ad. who owned disc machines they sold 10-inch records for 15 cents, although the regular price is 60 cents.

The quarters take up 8,000 feet of floor space, and in their line will be found Edison, Victor, Columbia and Zonophone records and machines.

In addition to all their other inducements, the Powers & Henry Co. will in September commence a series of grand opera concerts during the afternoons, when such stars as Caruso, Melba, Schumann-Heink and Sembrich and others may be heard.

Some remarkably fine specimens of twelve-inch records, made by the American Record Co., Hawthorne, Sheble & Prescott, sole selling agents, have been recently shown to the trade. High-grade recording is in evidence, and quietness of surface is particularly noticeable, all of which reflects great credit on their laboratory methods under the able management of J. O. Prescott.

Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, O., has been enjoying a vacation in Danbury, New Hampshire.

# We Sell Victor Machines and Records

## THE BEST IS GOOD ENOUGH FOR US—HOW ABOUT YOU?

Being Distributors of Victor Machines and Records only, it stands to reason that we can give you better service in this line than can those who job several lines, as we give our whole time and attention to satisfying the wants of those dealers who want Victor Goods and who want the best service possible.

WE INVITE A TRIAL OF OUR ABILITY IN "DELIVERING THE GOODS."

## OUR NEEDLES

ARE THE PERFECT-MEDIUM-QUIET

These are our own brands, put up by us. You can depend upon them every time.

We have Hundreds of Satisfied Users  
ARE YOU ONE?

Write us for full information. Samples sent free to dealers.

## THE TRUE TONE SOUND BOX

PRICE 5.00 EACH

Not an Experiment, but a Perfected Musical Instrument  
Has a Two-Inch Diaphragm. For VICTOR TAPER ARM only

Simple in construction, true in tone—giving a reproduction which surpasses anything you have ever heard. The tone is natural. Voices enunciate more distinctly and instruments are true to life. We have satisfied a great many distributors and dealers. Can we not satisfy you?

WE WILL SEND A SAMPLE UPON RECEIPT OF THE PRICE. If it is not satisfactory, return it, and we will refund your money. Regular Victor Discounts to Distributors and Dealers.

AMERICAN TALKING MACHINE COMPANY  
586 FULTON STREET, BROOKLYN—N. Y. CITY

Largest Talking Machine  
House in the City



## NEWS ITEMS FROM THE TWIN CITIES.

**Mid-Summer Trade Better Than Expected—  
Dyer Enlarging Talking Machine Department  
—Splendid Report from Minnesota Phonograph Co.—Kohler & Heinrichs, Edison and Victor Jobbers—Other Items.**

(Special to The Talking Machine World.)  
Minneapolis and St. Paul, Aug. 8, 1906.

The mid-summer trade in talking machines has been better than expected, and results for July show a decided improvement over a year ago.

W. J. Dyer & Bro. report this department of their music business as showing the largest increase this year of any of their other departments, and are quite enthusiastic over the prospects for this fall. They have brought the department down from the fourth to the first floor, and it will occupy the space formerly occupied by the offices.

The Minnesota Phonograph Co. report an extremely good month in jobbing both Edison and Victor goods. At their St. Paul store, an excellent retail trade for July in Edison goods was reported. The Victor end, however, was light, as it is only recently this company began pushing Victor machines. At the Minneapolis store, Mr. Lowey, the manager, reported larger sales in July than during the preceding two or three months. The demand was mostly for Victor records and machines.

L. H. Luckner, the president of the Minnesota Phonograph Co., who went East last month, accompanied by his brother, W. A. Luckner, is again at the helm.

Kohler & Heinrichs, large fancy store in St. Paul, took hold of the Victor and Edison machines last week as jobbers. This firm was originally the first jobber of Victor goods in St. Paul.

William Donaldson & Co., of Minneapolis, who run the largest department store in that city, report better results in July than any previous month this year. Nearly all makes of machines can be found in their talking machine department.

T. C. Hough, handling the Edison and Zonophone, reports a fine business at all three of his stores, with a big increase over last year.

A good, steady trade in records during July was reported at the Victor department in the New England Furniture Co.'s store. The sale of machines, however, was not so large, but consisted of a good grade.

Good average results were reported by both stores run by the Columbia people.

## GRAPHOPHONE PARK CONCERTS.

**Aldermen Divided Over Question of Replacing  
Band With Large Talking Machine.**

(Special to The Talking Machine World.)  
Bridgeport, Conn., July 31, 1906.

The Columbia Phonograph Co., of this city, have a giant machine which, they assert, will emit more real music than the loudest brass band ever organized. Band concerts are given frequently in Bridgeport's parks, and the company

have offered one of the machines in place of a military band and applied to the Board of Aldermen for permission to give concerts. News of this became public, and while part of the population of Bridgeport protested, many are in favor of its use. The vote at the Aldermanic meeting was half for and half against. Of course, the members of the Musicians' Union are "agin it." They are afraid there will be no summer jobs if a gigantic graphophone is placed in the parks.

## "TALKER" AS PEACEMAKER

**Brings Joy Into the Home and Knits Some  
Broken Hearts.**

The role of peacemaker is among the latest assumed by the ever useful talking machine, and the scene of action is given as a small town not far from Chicago. The characters were a love-lorn traveling man and the idol of his heart.

The young lady broke off the engagement just previous to the time for the wedding, to the consternation of the would-be Benedict. The day upon which the ceremony was to have been performed he called up the girl to announce the fact that Heaven was his home, and that he was going there by the pistol route. This information did not melt the young lady's heart, so he procured a talking machine, placed it in front of the telephone, and ground out, "I'm Trying So Hard to Forget You." Sweetheart still refused to become reconciled, but took occasion to notify the town marshal regarding the young man's threats. The officer reached the hotel just in time to prevent the suicide and friends, citing the touching verses of the ballad and the virtues of the distressed gentleman, prevailed upon the lady to consent to the wedding, to the inexpressible delight of the traveling man.

## SOME WINDOW DONT'S.

Don't slight the windows.

Don't let the glass become dirty.

Don't depend too much on fixtures.

Don't neglect the upper part of the window.

Don't stick to one style of trimming. Branch out.

Don't skimp on elbow grease in cleaning the glass.

Don't wait till a trim is fly-specked before changing it.

Don't overlook the utility of a certain number of fixtures.

Don't be afraid to try something new in the way of display.

Don't let the window stand too long. One week or two is about the limit.

Don't be afraid to spend a little money on the trim. It will come back.

Don't fail to call the local newspaper's attention to each nice trim that you make.

Don't prolong the trimming unnecessarily. A quick change will impress the public more.

Don't try to do too much. Better a simple trim changed often than an elaborate one that stands a month.

## NOT LOADED DOWN WITH DETAILS.

**Does It Pay Not to Know All Details of One's  
Business?—Leading Jobber Says It Does.**

One of the leading jobbers of the United States was conversing with a business caller the other day, who asked him about a certain transaction which had recently occurred between the concerns that the two represented.

"I do not know anything about it," said the jobber, "but I will take pleasure in looking it up, and letting you know." After the caller had left a business friend who was present, said to the jobber: "Could you afford to confess that there was anything connected with this establishment that you did not know all about?"

"I not only could afford to confess it," was the answer, "but I regard it as a mark of good business judgment, which has been fortified by all of my experience and observation, for the head of a concern not to know any more about the details than he has to. It is his business to lay out the general plans, and to select men to carry the same into execution, and he certainly can perform both of these duties to far greater advantage if his mind is not encumbered all the time with a mass of details, which he has selected other men to look after, and which they certainly are as competent to care for as he is himself. The mind that is overloaded with all the petty transactions of a business concern has no room for inception, originality, or that calm and constant reflection which produces new ideas, and enables the gray matter of one's brain to do the best work of which it is capable."

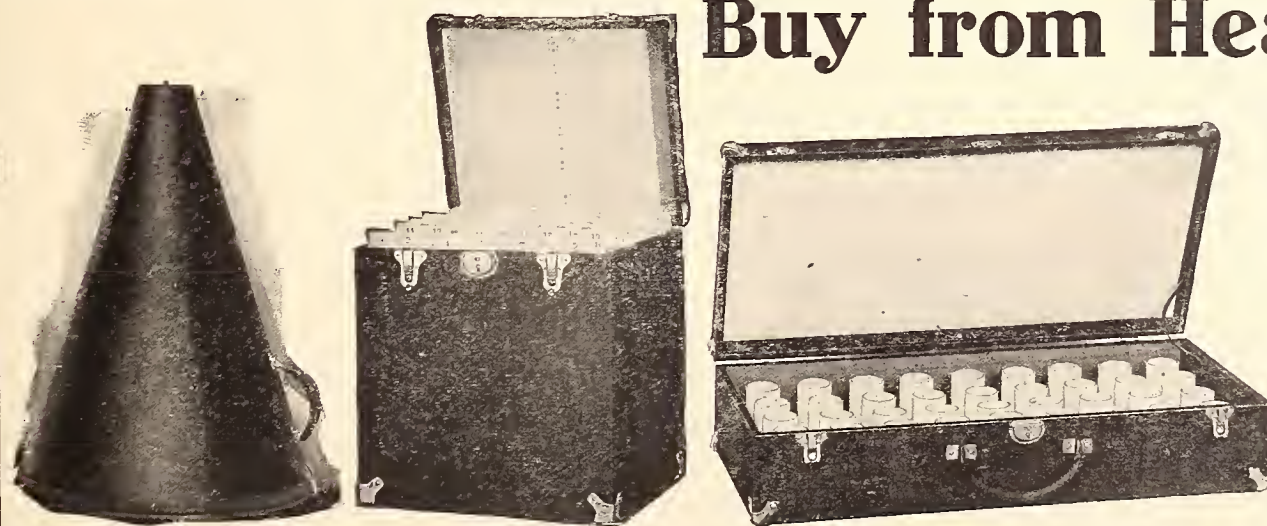
## SECTIONAL RECORD CABINET

**To be Placed on the Market by the Blackman  
Talking Machine Co.—Providence Firm As-  
signs Record Brush to Blackman Co.**

Rogers & Forsell, of Providence, R. I., who have been selling and manufacturing a record brush similar to the Place record brush sold by the Blackman Talking Machine Co., have assigned to them all of their claims on these articles and will cease selling and manufacturing them.

The Blackman Talking Machine Co. are about to put on the market a novelty in the way of a sectional record cabinet, similar to the sectional book cases now in such general use. As a matter of fact, these are being built in part for records with a sectional book case part, so that it may serve a manifold purpose. These will be built both for private house and dealers' use. In speaking of talking machine cabinets, Mr. Blackman says that they have just secured a carload of new styles in carved mahogany, which are designed to retail from \$40 to \$100, which they will have ready for delivery by the middle of this month.

Theodore F. Bentel and wife, of Pittsburg, Pa., are recuperating in the invigorating air of Springfield, Mass., the guests of E. A. Hawthorne.



## Buy from Headquarters

We manufacture all styles of cases for all makes of machines. Carrying these goods in stock we can make prompt shipment. Our quality is the best—our prices are right.

Ask for our Catalogue.

**Chicago Case Mfg. Co.**

142-144 W. Washington St.

CHICAGO



## FOREIGN RECORDS.

## An Explanation of Why It Will Pay a Dealer to Push Them.

I have made it a point to question a number of dealers regarding the attention they pay to the foreign record division of their business, and they all informed me that there was not a great deal doing along that line. "We are so busy with our American selections that we have no time to waste on dead material," was the usual answer they gave to my inquiry.

If foreign records are dead material, it is the dealer's own fault, for every large city in the world has its foreign element, a very large majority of whom are music lovers, and eager to take advantage of just such an opportunity as the talking machine affords of bringing melody into their homes at a small figure. In Philadelphia alone there are 310,000 foreigners, and if they were made to understand the musical excellence and great variety of the records set forth in the foreign catalogues of the different companies by a little judicious advertising on the part of the talking machine man, they would be quick to grasp the chance to enjoy the beloved airs of their native land, sung in their mother tongue.

The following little story illustrates what the



VISIONS OF THE PAST.

talking machine has done, and is still doing for one poor Italian:

A member of the White Wings squad of street cleaners is working in front of a phonograph store. A talking machine is playing "Mattinata," "Il Barbiere di Siviglia," and resting on his broom the man drinks in the flood of melody greedily. It carries him back to a summer night in Italy. The moon is shedding its silver splendor on the rippling waves of the lagoon. Inside the veranda a hammock swings in the breeze, and nestled within its gaudy meshes a dark-eyed girl gazes out at him. Near them a phonograph is playing a song of love. An original record it is, of the girl's sweet soprauo, and on the morrow her lover is to take it with him in the great ship to America.

\* \* \* \* \*

Ah, what bitter disappointments have come since then! In his dear Italy he had enjoyed the distinction of being addressed as Signor—in America, the land of the free, he cleans the streets. However, he is making money; he still has the voice of his sweetheart to cheer him, though thousands of miles away, and soon he will have saved enough to go back to the villa by the lagoon and lay a bag of gold at the proud Padrone's feet and demand the hand of his daughter in honorable marriage. No more can the old man cry out in a rage, "You have no money! Would you have my daughter married to a beggar? Begone!" Now he will be welcomed as worthy of the girl he loves, and all will be well.

The only thing that has kept this poor Italian from giving up in despair, time and time again, has been the voice of his loved Signorina, who is awaiting his return in the land across the seas. Every night, in his humble lodgings, through the tin horn of a cheap talking machine, he hears her sing to him, and when he lies down to rest, it is with the sweetness of her song in his ears, and a smile of supreme content upon his lips. When slumber comes, it finds him smiling still.

This foreigner is one of the very few who know the talking machine, and who have taken advantage of its power. It is for the dealer to ac-

quaint others of the greatness of this instrument that talks, laughs and sings, and in doing so he will bring into his business a new line of trade that will pay him well. In other words, he will enjoy a state of remunerative philanthropy by bringing joy to many a lonely heart and making money by it.

HOWARD TAYLOR MIDDLETON.

## OUR FOREIGN CUSTOMERS.

## Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., August 10, 1906.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

## JULY 9.

Amapala, 4 pkgs., \$130; Asuncion, 4 pkgs., \$213; Bombay, 23 pkgs., \$558; Buenaventura, 4 pkgs., \$156; Cape Town, 3 pkgs., \$74; Cartagena, 5 pkgs., \$222; Colon, 3 pkgs., \$139; 4 pkgs., \$129; Delagoa Bay, 2 pkgs., \$128; Havana, 13 pkgs., \$272; 12 pkgs., \$501; Havre, 18 pkgs., \$844; La Guayra, 10 pkgs., \$239; Limon, 16 pkgs., \$282; London, 16 pkgs., \$704; Marta, 9 pkgs., \$208; Para, 12 pkgs., \$458; Rio de Janeiro, 6 pkgs., \$166; Sagua La Grande, 15 pkgs., \$256.

## JULY 16.

Berlin, 74 pkgs., \$880; 64 pkgs., \$1,308; Cardiff, 30 pkgs., \$260; Ceara, 17 pkgs., \$604; Colon, 4 pkgs., \$280; Guayaquil, 3 pkgs., \$163; Hamburg, 5 pkgs., \$180; 9 pkgs., \$136; Havana, 31 pkgs., \$695; 7 pkgs., \$354; Havre, 13 pkgs., \$345; Liverpool, 22 pkgs., \$129; London, 8 pkgs., \$344; 817 pkgs., \$6,523; 13 pkgs., \$606; 3 pkgs., \$606; 439 pkgs., \$5,327; Manchester, 62 pkgs., \$407; Milan, 8 pkgs., \$295; Rio de Janeiro, 19 pkgs., \$788; Santiago, 4 pkgs., \$131; Savanilla, 1 pkg., \$163; Sheffield, 62 pkgs., \$407; St. Petersburg, 30 pkgs., \$407; Vienna, 25 pkgs., \$755; 6 pkgs., \$335.

## JULY 23.

Bangkok, 6 pkgs., \$110; Berlin, 46 pkgs., \$394; Brussels, 201 pkgs., \$1,441; Buenos Ayres, 93 pkgs., \$4,542; 235 pkgs., \$3,757; Callao, 12 pkgs., \$566; Cape Town, 7 pkgs., \$133; Havana, 11 pkgs., \$168; 48 pkgs., \$1,319; Havre, 7 pkgs., \$311; La Guayra, 15 pkgs., \$406; London, 442 pkgs., \$6,145; 6 pkgs., \$273; 12 pkgs., \$548; Matanzas, 11 pkgs., \$321; Milan, 14 pkgs., \$592; Progreso, 8 pkgs., \$219; St. Petersburg, 8 pkgs., \$236; Sydney, 4 pkgs., \$168; 744 pkgs., \$9,613; Tampico, 3 pkgs., \$223; Vera Cruz, 17 pkgs., \$550; Vienna, 8 pkgs., \$105.

## JULY 30.

Berlin, 15 pkgs., \$446; Buenos Ayres, 5 pkgs., \$200; Colon, 18 pkgs., \$870; Genoa, 33 pkgs., \$495; Glasgow, 156 pkgs., \$927; Guayaquil, 8 pkgs., \$163; Havana, 19 pkgs., \$797; Havre, 27 pkgs., \$1,211; La Paz, \$10 pkgs., \$221; Limon, 16 pkgs., \$947; Liverpool, 103 pkgs., 650; London, 6 pkgs., \$346; 597 pkgs., \$7,265; 4 pkgs., \$189; Melbourne, 44 pkgs., \$1,425; 11 pkgs., \$1,475; Milan, 37 pkgs., \$1,695; Neuvitas, 4 pkgs., \$121; Para, 13 pkgs., \$428; Rio de Janeiro, 9 pkgs., \$717; Shanghai, 12 pkgs., \$726; St. Petersburg, 3 pkgs., \$104; Valparaiso, 27 pkgs., \$1,418.

## MANY VISITORS TO COLUMBIA CO.

The Columbia Phonograph Co., General, have just brought out two sets of records, one for the disc and one for the B. C. type of machines, which comprise an entire dance programme. The first, No. 12, comprises twelve assorted dances, including waltzes, polkas, quadrille and lancers. The B. C. assortment has seventeen numbers, covering the same field. These will fill a want long felt, and they feel assured of their immediate popularity.

The jobbers who visited their offices at 90 West Broadway this week were loud in their praise of their new Home Twentieth Century Graphophone, which has attracted so much attention since its introduction.

## EDISON BUYS HIS OHIO BIRTHPLACE.

Thomas A. Edison has come into possession of the place near Milan, Erie County, Ohio where he was born. A deed transferring the property to him has just been filed in Norwalk. The transfer is made by the granddaughter of Edison's sister, and the consideration is announced as \$1.

J. Samuels & Bro., of Providence, R. I., are among the largest talking machine jobbers of Victor, Columbia, Edison and Zonophone machine records and supplies in the State. H. Wonderlich, who has charge of this end of the business, is a hustler in the fullest sense of the word, and it is largely due to his efforts that his company occupy so firm a foundation in the talking machine trade. They are fast building up for themselves a reputation for their progressive and up-to-date manner of doing business.

J. R. Diener, the talking machine dealer, of Bellefontaine, O., has increased his trade considerably through a number of public concerts. Mr. Diener chooses a varied programme for his concerts, and always attracts a large crowd.

## Cleapol Waterproof Metal Polish



IMPARTS A LASTING LUSTRE

to all metals; will remove all Tarnish, Spots, Fly Specks, etc. Will not injure the hands; contains no acid.

NOTE.—All horns, etc., treated once with this polish can be kept in perfect condition always by using the **CLEAPOL CHAMOIS SKIN.**

☞ Special discount now being given to jobbers and dealers.

☞ Write for Samples and price lists.

**THE CLEAPOL COMPANY**

288 Springfield Ave.

NEWARK, N. J.



*The Talking Machine World,  
August 15, 1906.*



*THE MARVELOUS  
SEARCHLIGHT  
HORN*

*FOR DESCRIPTION SEE OTHER SIDE*



IS THE STRONGEST AND ONLY  
ACOUSTICALLY CONSTRUCTED  
HORN EVER MADE

**Sold only through Jobbers**

## Send to your Jobber for Samples

On account of the unprecedented demand for our product we have been compelled to secure additional factory facilities and we will be in a position by October 1st to supply the trade with over 40,000 horns per month.

753-755 Lexington Avenue

Borough of Brooklyn, New York

[illegible]



Form No. 1.

**THE WESTERN UNION TELEGRAPH COMPANY.**

INCORPORATED

**23,000 OFFICES IN AMERICA. CABLE SERVICE TO ALL THE WORLD.**

This Company **TRANSMITS** and **DELIVERS** messages only on conditions limiting its liability, which have been assented to by the sender of the following message. Errors can be guarded against only by repeating a message back to the sending station for comparison, and the Company will not hold itself liable for errors or delay in transmission or delivery of **Unrepeated Messages**, beyond the amount of tolls paid thereon, nor in any case where the claim is not presented in writing within sixty days after the message is filed with the Company for transmission.

This is an **UNREPEATED MESSAGE**, and is delivered by request of the sender, under the conditions named above.

ROBERT C. CLOWRY, President and General Manager.

NUMBER	SENT BY	REC'D BY	CHECK
441	W. J. G. Rad		

**RECEIVED** at 1124 Myrtle Ave. Brooklyn, N. Y.  
Tel. 464 Bushwick

Dated

To

Chicago Ill  
Searchlight Photo Co  
753 Lexington Ave

Increase our order to  
one hundred Each Rush

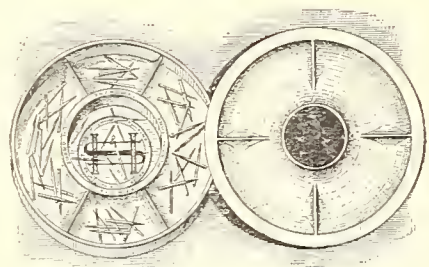
Lyon & Healy

Reproduced by Permission of Messrs. Lyon & Healy.



# H. & S. Compartment Needle Box

Patented and other Patents Pending.

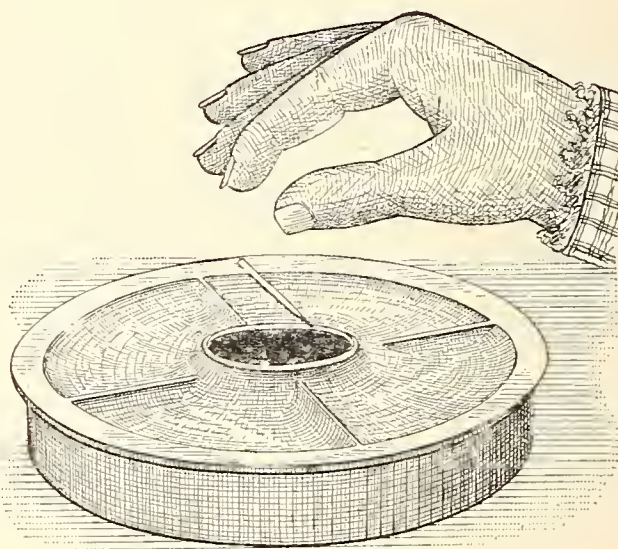


View No. 1.

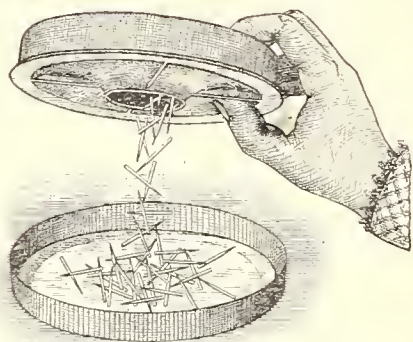
**Four Compartments**  
for new needles of assorted size.

**One Compartment**  
for the rejected or used needles.

We illustrate in view No. 2  
method of disposing of the  
used needle.



View No. 2.



View No. 3.

View No. 3 shows final disposition  
of the used and worn out needles.

**Sample Box**

will be mailed to any address postage  
prepaid on receipt of price, . . .

**\$1.00**

Complete with 100 Scratchless Needles, 100 Symphone, 400 High Grade and 400 Musical Tone —  
all Compartment Needle Boxes are arranged to accommodate 1000 Assorted Needles.

For Sale by all Jobbers and Dealers in our line.

## Hawthorne & Sheble Mfg. Co.

Howard and Jefferson Sts., Philadelphia, Pa.



## GOOD REPORTS FROM CLEVELAND.

Business Satisfactory—Columbia Window Publicity—Buescher & Sons New Store—Columbia Amusement Co. Have Nine Stores—Probeck to Yellowstone Park.

(Special to The Talking Machine World.)

Cleveland, O., August 10, 1906.

Considering that this is the vacation season of the year, conditions generally are very satisfactory in this city. Quite a number of machines and a large number of records have been purchased by parties to take with them on their vacation, and the sales aggregate a goodly volume of business. No complaints are heard, and the dealers are all optimistic of the future.

One of the most attractive window displays in the city is that of the Columbia Phonograph Co. It is a camp scene. The floor of the large window is strewn with broken limbs and bark. In one corner a large mirror blossoms into a lake. A tent is labeled "Camp Columbia," and inside and out are camp stools, fishing rods, guns, etc. Hanging from a tripod of limbs of trees by a chain is a kettle with a red-hot fire apparently blazing up all about it. Beneath a wire screen, about 18 inches square, resting on stones raised about 15 inches, the screen covered with small limbs and bark, is a small electric fan, and just above the fan and below the screen two electric bulbs, one covered with orange and the other with lemon-colored tissue paper. Fastened to the limbs and bark lying on the screen are narrow strips of varying lengths of red, white and yellow tissue paper, with the bulbs glowing and the fan blowing, keeping the narrow strips of tissue in motion. The scene is a most realistic one, and attracts thousands of sightseers.

G. J. Probeck, manager of the Columbia Co., stated that business had vastly improved during July, and was picking up wonderfully, sales having been especially good of Twentieth Century graphophones.

Mr. Probeck will leave for Yellowstone Park, August 15, where he will rusticate for two or three weeks.

There is some talk that Smith & Nixon, piano dealers, located in the Arcade, will carry a line of talking machines this fall.

Mr. Denslow, who was formerly with the W. C. De Forrest Co., of New Castle, Pa., is now with the Ohio Phonograph Co., of Youngstown, O., who handle the Lyric phonograph. He was in the city a few days ago.

Flesheim & Smith, who handle the Zonophone, report business a little dull, but about the same as usual at this season of the year. They have placarded in their window a machine with 20 Excelsior records for \$25.

Your correspondent called on W. J. Roberts, Jr., the other day, and during his visit several of his former customers made substantial purchases, and expressed themselves pleased to see him back in the business. Mr. Roberts said that day by day his old trade was returning, and he feels highly elated over the prospects.

E. A. Neff, of the Ball Fintz Co., of Newark, O., was interviewing the talking machine people of Cleveland last week.

"The Victor" is the name of W. H. Buescher & Son's new retail store at 254 Prospect street. Mr. Gulley, manager, stated that trade was fairly good, and that there had been within the past two weeks decided increase in sales of Victor and Edison machines. He said they were doing an excellent business in Red Seal records and having a good sale of August records. Visitors express themselves much pleased with the arrangement and decorations of the rooms of "The Victor."

Trade is reported very good at Collister & Sayles'. Victor and other records are in good demand, though it was stated this was their usual dull season.

Business at W. J. Buescher & Son's was reported good. "It is keeping up remarkably well," said Mr. Buescher, "with prospects of its continuing right along. We are having a good demand for the new records, and there is a steady call for the old. The 'Marlo,' our new picture show and arcade, is doing a nice business."

The Columbia Amusement Co., the most extensive amusement slot machine operators in Ohio, are at present operating eight places of amusement in the city and report that all are doing good business. Their headquarters are at 635 Superior avenue. Harry S. Lavine is president and F. R. Mosley, of the Union National Bank, treasurer of the company.

The Eclipse Musical Co. are having a good demand for records, and are selling a good many machines. The manager stated they were very busy, especially in the jobbing department, and that prospects were flattering.

The Central States Jobbers' Association, which meets in Detroit, August 14, will be largely attended by the jobbers of Cleveland.

T. H. Tarvell, president of the Eclipse Musical Co., has just returned from the Edison jobbers' meeting at the factory, and reports a very enjoyable and profitable time. The Eclipse Musical Co. will have something new in the way of a horn crane, which they will put on the market shortly. It is claimed it will be superior to anything now in use.

## NOW THE BURGLAR-ALARM

Field Has Been Invaded by the Talking Machine—Something of John C. Hood's Invention.

John C. Hood, of Wilkinsburg, Pa., is the inventor of an electro-phonographic device which calls up the police station when a burglar tries to get into the house. It tells the man at the police end of the 'phone to hurry along with the wagon and take the robber away.

When the burglar forces a door, window or other opening where the device is placed the machine, which is worked by electricity, is set in motion, and a phonograph, located in the garret, where connection between the telephone wire and the wire connected with the burglar alarm has been made, calls "central" and asks in plain English for the police station. When connection with the police station has been secured the phonograph informs the police as to the street and number of the house that is being robbed, and repeats the information as long as the receiver is off the hook.

## TO MAKE MUSICAL SPECIALTIES.

M. Redgrave, 9-11 Willow street, Jersey City, N. J., has incorporated to manufacture musical specialties and parlor games. Capital, \$10,000. Incorporators: Montague Redgrave, Dana F. Putnam, John J. Melick and Chas. E. Putnam, M.D., all of Jersey City.

If your  
jobber  
isn't prompt

That's a big stumbling block that loses customers for many dealers. It pulls down your business instead of building it up.

It's bad for the customer, bad for the dealer, bad for the jobber. The customer loses his patience, the dealer his customer, the jobber his order.

If your jobber isn't prompt, he is not only standing in his own light, but, worse yet, is retarding your progress. There's no reason why you should put up with this sort of thing, and the jobber has no one but himself to blame if you take your trade where more attention is given to it.

We take a load of worries from your shoulders by shipping your orders the same day they reach us, and you can always count on this. No delay, no excuses at any time. Victor Talking Machines and Records, Trumpet Horns, English Needles, Fibre Cases and accessories and specialties of every sort are always here in sufficient quantities to meet all demands.

Let us send you our newest catalogue. That will give you a complete idea of the extensive line of Talking-Machine goods we handle and put you in a position to get your goods without the least delay.

The Victor Distributing  
and Export Company

77 Chambers Street

New York



Largest **CABINETS** Line

FOR

Disc and Cylinder Records  
Piano Player Music Rolls  
Music Box Tune Sheets

WRITE FOR CATALOGUE

JAS. W. COOPER CO.  
17th and Washington Ave. PHILA., PA.

If You Are Interested  
IN  
**VICTOR TALKING MACHINES**  
OR  
**EDISON PHONOGRAPHS**

Write at once to

SOL. BLOOM, 3 E. 42d St., N.Y. City



100,000 RECORDS ALWAYS IN STOCK

**JOBBERS**

**EDISON**

PHONOGRAPHS  
RECORDS, ETC.

GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES

**Douglas Phonograph Company**

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

**DISTRIBUTORS**

**VICTOR**

TALKING MACHINES  
RECORDS, ETC.

GENERAL SUPPLIES  
FOR  
DISC MACHINES

No. 278, Closed

**No. 278—A New Disc Cabinet**  
Solid Golden Quartered Oak.  
Swell Front, Double Doors.  
Has Two Sliding Record Racks  
that pull out so that records are easily  
accessible.  
15 divisions in each rack with space  
for five 12 inch records in each division.  
Total capacity, 150 12-inch records.

No. 278, Open

**No. 279—Genuine Solid Mahogany**  
Same style as 278.  
**Both Cabinets Highly Hand  
Polished.**  
**Cabinet Work The Best Possible**

**NEW PERFECTION ELECTRIC FLASH SIGN**

This flash sign has been ap-  
proved by Fire Underwriters.  
Constructed of wrought iron,  
antique finish.  
Requires no special wiring or  
attention.  
Cards can be removed at will.  
Cheaper than any other illum-  
inated signs, requires only one  
16 c.p. lamp.

Sign with No. 7. Card

Burns only half the time, equiv-  
alent to only one 8 c.p. lamp.  
Signs are furnished with any  
one card as shown below. Nos.  
4 and 5 are furnished with 12  
changeable signs—one for each  
month. Special cards of three  
lines made to order.  
Size of sign 31" x 18" x 7".

No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
EDISON Phonographs Cash or Instalments	VICTOR Talking Machines Cash or Instalments	HEADQUARTERS Edison and Victor Machines & Records	EDISON RECORDS Now on Sale.	VICTOR RECORDS Now on Sale.	VICTOR

**REPAIR PARTS CABINETS**

Have a place for everything and keep everything in its place and you will always find it.  
This rule can easily be followed if you have one of these cabinets.

12 Drawer with eight divisions in  
top for bottles. Furnished  
without bottles.

20 Drawer Cabinet with 36 divisions in top for  
bottles. Furnished without bottles.

21 Drawer Cabinet furnished complete with 56  
bottles in top of cabinet.



# FROM OUR EUROPEAN HEADQUARTERS

No. 69 Basinghall Street, London. E. C., England

W. LIONEL STURDY, Manager

## THE TRADE IN ENGLAND.

**Summer Conditions Satisfactory on the Whole, But Business Could be Improved if more Energy Were Placed Upon the Publicity End—Lyon & Co.'s New Establishment—At Neophone Headquarters—The Edison-Bell Persistency—The National Program—Columbia Activity—A New Needle by David Bruce & Co.—Dashes Here by the World Man in the British Metropolis.**

(Special to The Talking Machine World.)

London, Ang. 6, 1906.

As the result of a general review, trade conditions over here are very satisfactory, taking into consideration the time of year. All reports go to prove that last month's business is far in excess of the same time in any previous year, and there is every indication of an early phenomenal revival of trade. Certain firms have ceased to run their machinery for merely the manufacturing of stock, but are now working at high pressure to turn out as speedily as possible the orders received and in preparing for the rush of business which, it is confidently anticipated, will be of exceptional magnitude this season. To approach such a gratifying condition all the year round would perhaps be too much to expect. But I firmly believe a larger volume of business could be promoted during the summer months were the dealers to stimulate matters in a more vigorous manner than they do. Some of our London friends are particularly apathetic in this respect, and instead of striving to make headway they seem content to rest on their oars and drift with the current. However, competition, combined with the educating efforts of the factors, will no doubt do much toward remedying this evil, and in time, I foresee, the English dealer will realize that his best interests are served by sustaining the demand all the year round.

If your Dr. Thaddeus Cahill would only bring his wonderful electrical device—for diffusing music to over 500 houses simultaneously—to London and install it at Covent Garden, it would pretty sure catch on, as there is great rejoicing over the recent production of "Tschaikowsky's" opera, "Eugene Oneghin." It is to be hoped that one of the disc companies will have secured a musical selection.

\* \* \* \*

While passing along the City Road the other day I was struck with admiration at the handsome appearance of Messrs. A. Lyon & Co.'s new premises. These warehouses are in addition to their Whitechapel store, and have been taken in order to cope with their ever-increasing business. The place is elaborately fitted up and will hold complete stocks of all machines and records. I hope next month to give further particulars.

\* \* \* \*

The Phonograph Exchange Co., of London, Norwich and Ipswich, makers of the Star record, report a severance of the partnership heretofore existing between their Frederick William Hawkins and Rupert Vaughan Farish. Debts due and owing by the late firm will be settled by F. W. Hawkins at Norwich. In the matter of the British Phonograph Industries failure a summary of the statement of affairs shows that the unsecured creditors will suffer a 60 per cent. loss.

\* \* \* \*

At the "Neophone" headquarters at Worship street I found Dr. Michaelis and Mr. Cameron's enthusiasm for their new "Neolite" records well justified. With the reproduction so realistic and sweet, it is no wonder this new record is attracting great attention. The "Neolite" is a black composition, 12 double-sided record selling at 3s., at which price the company expects an enormous demand. At a carnival recently held in Kingston, a No. 7 Neophone was placed in a

position overlooking the Thames and discoursed many fine selections during the band intervals. The popular music provided was encored again and again by the large crowd of excursionists gathered around, and all Kingston resounded with cheers as the Neophone wound up its entertainment with "God Save the King."

\* \* \* \*

The Edison Bell Co., of 39 Charing Cross Road, London, are to be complimented upon the good example they set in the persistency of always keeping before the dealer the fact that he is a dealer, and consequently, to be up to date, must stock Edison Bell records. Mr. Jas. E. Hough, manager of the company, is the leading spirit in this movement, and I must say the unique line he strikes has proved highly successful; it's "proved" by the fact that their sales are this year more than double that of any previous years at the same time.

\* \* \* \*

The National Phonograph Co. have a good programme in hand for this season, and report a steady demand for their machines and records. Their C reproducer will in future be fitted with a copper diaphragm in place of built-up mica. The change is well justified by the tone improvement.

\* \* \* \*

Flower horns will be well to the fore this year. To meet the ever-increasing demand the Columbia Phonograph Co. are concentrating steam-engine energy to place a sufficient supply upon the market. Their beautiful floral horns diffuse a sweet tone in great volume and are an undoubted credit to the firm. The new style Lyric reproducer adopted has also found much favor. The change substitutes a coil spring for the floating weight, and it is claimed this style of construction provides better tonal qualities, besides ensuring perfection in tracking. The Columbia company report complete success with their new branch recently opened in Manchester. Situated in the principal thoroughfare, their new handsome premises have aroused keen interest, the first month's business proving highly satisfactory.

\* \* \* \*

Messrs. Murdocks, of Farringdon Road, who are factors for the Genuine Edison, Sterling, Columbia and Edison Bell goods have their hands full at present and report business as more than double this time last year. They carry a stock of over 300,000 cylinder records, and discs in thousands. Eight new types of machines will appear this season, and they announce a new sound-box as ready for sale. It is called the Chantora, and is offered at an extremely low figure.

\* \* \* \*

Messrs. J. J. Stockall & Sons, Ltd., occupy extensive premises in the Clerkenwell Road. Messrs. Barnett Samuel & Sons, Ltd., of Worship street, have arranged to take over some eight different models of disc machines, all of the two-arm type. This new series of instruments will certainly be welcomed by all phonograph dealers, as the construction contains several new features of a distinctive character.

\* \* \* \*

Owing to the price-cutting which is inclined to by certain dealers over here, a suggestion is in force to form a retailers' protective association. By this means it is hoped to stifle the illegal cutting and thereby induce a feeling of greater security among those dealers who have signed the manufacturers' agreements. Undoubtedly such an association would be more than welcomed by all legitimate traders. The idea first emanated from one of our smartest dealers—Mr. J. Tobins, of 382 Mile End Road, London, E., and while I am in entire agreement with Mr. Tobin's suggestion I feel that it is a more difficult object

to attain than at first appears. Weeding out the delinquents would probably entail much time and money. The association should receive loyal and continuous support from each member, and by such observance would the necessary protection be largely gained. It is not to be expected that under-selling can be entirely prevented, but a continuous war must be waged in the interests of future trade, as in the case of records, competition is getting so keen that obviously if the dealer is to maintain a fair living his fixed margin of profit must be protected. I shall further report upon the progress of this matter, as I am of the opinion that the increasing interests of the Talking Machine World in England justifies any support I may be able to provide by the use of our columns for such a practical cause.

\* \* \* \*

The constant cry is more room. It's the American Talking Machine Co. this time. They have in fact been crying for such a long time that the accompanying tears have at last flooded them out of Putney, or will do very shortly. Extensive warehouses have been secured in Tabernacle street, right in the heart of Phonoland. These new premises contain five stories—sufficient to accommodate thousands of records and machines. By the way, it is a noteworthy boast of this firm that they can execute at any time a 95 per cent. completion of most orders placed with them, so large is their stock. Mr. John Nottingham, the able head of the firm, is perhaps the oldest in the trade. At any rate he has been trading for a very large number of years, and is popularly styled "the father of the trade." Sufficient evidence of his keen business methods is found in the retrospect, from commencing with one small room, he has built the trade gradually and surely up to the necessity of acquiring no less than three large warerooms, in addition to his present occupation of two handy buildings. Later I shall give more detailed information.

\* \* \* \*

Messrs. David Bruce & Co., of High Holborn, have recently entered the market with a specialty that is attracting considerable interest. They have revolutionized the trade with what is claimed as absolutely an unwearable needle. From my own observations this statement seems perfectly justified. It is evident a huge demand is forthcoming. The same firm have also marketed the "Vox Humana" sound-box—a master patent of Mr. Gardner's, who they claim was the first inventor of the screw attachment to the diaphragm with adjustments.

\* \* \* \*

I learn that the Nicole Record Co. has been reconstructed and taken over by the newly registered Disc Record Co. I caught the manager, G. H. Burt, busily engaged in superintending the removal of machinery from the old premises in Great Saffron Hill, to Wellington Mills, Stockport, at which place the company intend to manufacture an improved disc record. Such is the information furnished by Mr. Burt, who will be remembered in connection with the Burt Co., at one time of Milburn, N. J.

\* \* \* \*

I learn that Mr. Melerio is resigning his position with the National Phonograph Co., Ltd. Mr. Schermerhorn, chairman of this company, by the way, is back from his American trip.

\* \* \* \*

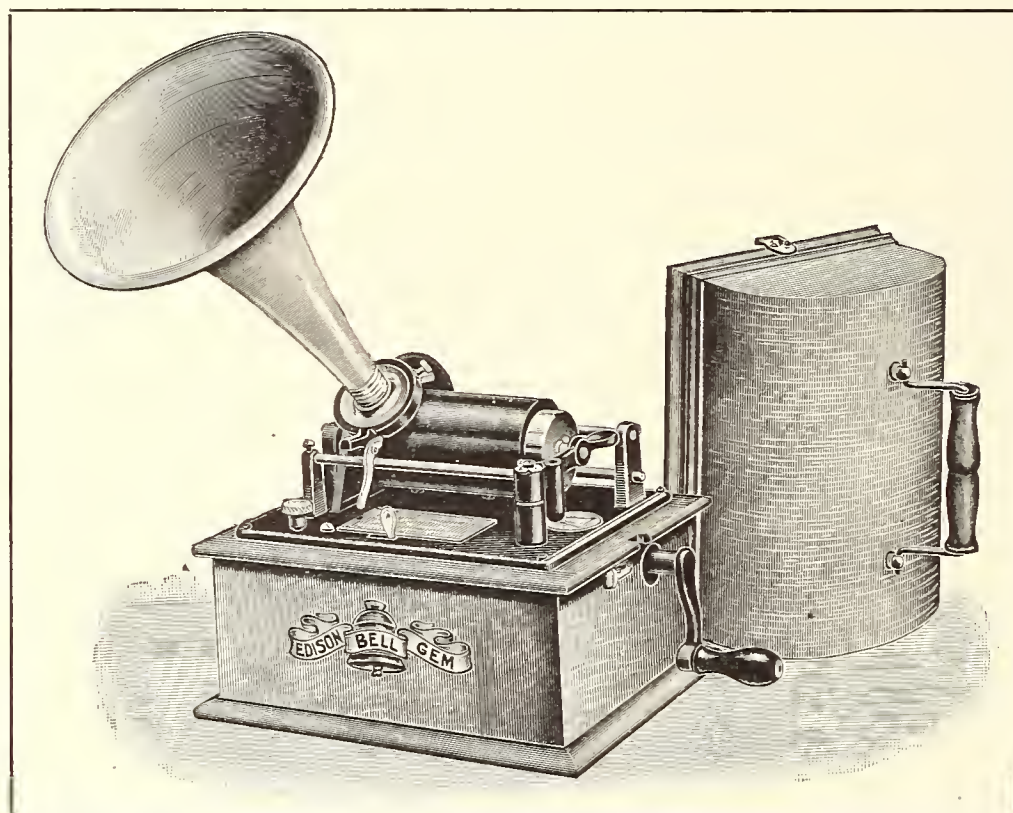
Eldridge R. Johnson, of the Victor Talking Machine Co., is, as you probably know, over here just now. His return is a little uncertain, as it depends on his wife's health, but Mrs. Johnson is making good progress, and I understand they may arrive in America about the end of September, or the beginning of October. In order to deal with the business and keep in quick touch with his firm, Mr. Johnson has opened up temporary private offices in the west of London.



*The*  
**EDISON BELL PHONOGRAPHS**  
 AND  
**EDISON BELL RECORDS**  
**OF BRITISH MANUFACTURE THROUGHOUT**

The Edison **Bell** are the oldest and largest manufacturers of Records in Great Britain, and their factory is the **ONLY ONE** in the **BRITISH EMPIRE** making Phonographs.

*The*  
**EDISON**  
**BELL**  
**GEM**



**BRITISH**  
**MANU-**  
**FACTURE**

**A NEW AND ELEGANT MODEL—NOT THE OLD COFFEE MILL TYPE PHONOGRAPH**

The Edison **Bell** manufacture and sell in Great Britain more Gold Moulded Records than all the other Manufacturers and Factors combined. It is easy to write long rows of figures, but whatever others may write—the **E. B.** can prove the above statement.

**AND WHY IS THIS?**

**The EDISON BELL is the BEST BRITISH RECORD,—BEST MUSIC—(real music, not a mere row), BEST SONGS, ALWAYS UP-TO-DATE, and AFFORDS BEST PROFITS**

Send for Catalogue of over 1,500 modern Record titles and prices of our  
**GEM and STANDARD PHONOGRAPHS**

ADDRESS

**EDISON BELL**

**39 CHARING CROSS ROAD**

**LONDON, ENGLAND**



## THE LAKE PATENT UPHELD.

Appeal from Decision Favorable to the Gramophone & Typewriters, Ltd., Against C. & J. Ullman Dismissed by Higher Court—Important Suit Will Interest Americans.

(Special to The Talking Machine World.)

London, England, August 5, 1906.

Before Lord Justice Vaughan Williams, Lord Justice Romer and Lord Justice Cozens-Hardy, the suit of the Gramophone & Typewriter, Ltd., v. C. and J. Ullman, has just been up for hearing.

This was an appeal from a decision by Lord Justice Farwell, sitting as a judge of first instance, and which was heard last March. The plaintiffs were the registered legal owners of letters patent No. 8401 of 1903, granted to Henry Harris Lake for "improvements in sound magnifying horns for phonographs and the like." The patentee in his complete specification stated as follows: "My invention relates generally to the art of sound recording and reproducing, and particularly to that class of device known as talking machines. The object of my invention is to provide an amplifying horn for talking machines of such a character that the same will have all the material advantages of a single horn connected directly to the sound box without having the disadvantages thereof due to the large size and weight of the bell portion of the horn"; then, after describing in detail his invention, he claimed "tapering amplifying horn for talking machines having joints in the tapering portions thereof to allow a horizontal and vertical movement of the sound box." The gramophones or talking machines manufactured and sold by the plaintiffs under these letters patent were a very large success, and had quite revolutionized the trade in talking machines. The defendants were factors and vendors of talking machines imported into this country from Germany and manufactured by the International Talking Machine Co., of Berlin. The plaintiffs alleged that the defendants were infringing their said letters patent by selling talking machines with tapering amplifying horns constructed in accordance with their said letters patent, and they claimed (1) an injunction to restrain the defendants from infringing their said letters patent; (2) damages, and delivery up or destruction of all infringing articles. The defendants alleged that the plaintiffs' patent was invalid because it was anticipated by the following specifications: Loret's, No. 6073, of 1897; Grindlas' No. 24,833, of 1899; Jensen's, 17,934, of 1900, and Johnson's, 21,799, of 1902; and they further contended that Lake's improvement was not the proper subject matter for a patent. Mr. Justice Farwell, in a considered judgment, said that the earliest form of gramophone in point of time had the amplifying horn mounted so as to be near the center of gravity, but with a certain amount of its weight resting on the sound box, and the horn had to be moved by the needle. This was, for various reasons, a disadvantage. The next step was to move the horn from the reproducer and connect it therewith by a tube. This tube, however, being made with parallel sides, was not so well adapted for the conduct of sound as the tapering horn. Lake then hit on the idea of putting two joints in the tapering portions of the horn, so that it is independent of support from the record and is yet flexible so that it can follow the record. It turns on both a vertical and a horizontal axis, the vertical enabling it to follow the side to side movement of the record, and the horizontal to follow the up and down movements. His lordship came to the conclusion that, though the case was near the line, there was sufficient invention to support the patent. He, therefore, granted the injunction as asked and an inquiry as to damages, and ordered destruction of the infringing machines. The defendants appealed.

The court dismissed the appeal. Their lordships said that for there to be good subject matter for a patent there must be both utility and invention. In the present case the utility of the

patent was not disputed. As for invention, this patent removed a difficulty which had always occurred previously in the manufacture of gramophones, and on the evidence it must be held that there was invention. On looking at the earlier patents on which the appellants relied, it was plain that none of them anticipated Lake's improvement. As infringement could hardly be seriously disputed on the evidence, the appeal must be dismissed.

## PATHE FRERES PURCHASE.

Business Bearing Their Name in London—New Disc Contemplated—New System of Recording.

(Special to The Talking Machine World.)

London, England, August 6, 1906.

Pathé Frères, Paris, announce having acquired the well-known phonograph and cinematograph business of Pathé Frères (London), Ltd., carried on at 14, 16, 18 Lamb's Conduit street (London, W. C.), and that in future the business will be carried on under the style of Pathé Frères, London, at the same address.

H. Courant, who has for many years been intimately associated with this business, will reside in England, and with the help of an efficient and experienced staff will conduct the business.

With a thirst for more information I called upon L. H. Courant, who very courteously supplied other details. As mentioned the firm in future will be known as Pathé Frères, London. It is not intended to take over all the old stock of machines and records, but to put absolutely new goods upon the market as soon as possible. The company are going to manufacture a disc. This is only a preliminary statement to more definite information next month, and although it requires the patience of Job to rest on such a meager remark we must abide in such satisfaction as each one of us can muster according to temperament. About the first of October next a revolution in recording may be expected. If all anticipations are reached dealers will be interested to know that the new Pathé records embody a new scientific principle of recording. Mr. Courant claims that it will revolutionize the trade. This next season special efforts are to be devoted to the sale of discs and intermediate cylinder records and every help will be provided for the dealer. Owing to the reduction in price of the ordinary record the sales have increased in a marked degree. It was naturally expected that such would be the case, and the success of the venture is amply evidenced by the continued stream of orders that are received.

## COLUMBIA CO. BRANCH IN WARSAW.

(Special to The Talking Machine World.)

London, England, August 7, 1906.

Undeterred by the unsettled social and political conditions in Russia, the Columbia Phonograph Co. are opening up a new branch in Warsaw, where for a long time they have had important connections. The new branch will be well stocked with Polish records as well as Russian, German and Hebrew, and will be the distributing point for Poland and Southern Russia, where a large and increasing volume of trade is being done in talking machines.

C. H. Miller, manager of the Oxford street branch of the Columbia Phonograph Co., has returned from his holiday on the East Coast, bronzed and happy in the accumulation of additional avoirdupois.

Horatio Connell and Bert Morphy recently made some splendid disc records for the Columbia Co., which they are publishing in the August supplement. They are of a very high order of excellence.

## "GLORIA" TONE ARM CYLINDER MACHINE.

(Special to The Talking Machine World.)

London, England, August 7, 1906.

I have had the advantage of inspecting an advance sample of this instrument, which Messrs.

Barnett Samuel & Sons, Ltd., specialize. At the suggestion of a tone arm in combination with a cylinder machine one's thoughts are naturally directed toward various cheap Puck machines, which have been fitted solely for purposes of show, with a small tin elbow, thus justifying a use of the term "Tone Arm Machine." The "Gloria" is, however, an instrument of an entirely different type, and I am not saying too much in prophesying that it will soon become one of the most popular machines on our market.

Its tone arm attachment has been ingeniously constructed on scientific lines, and actually assists materially in increasing and purifying the tone of the instrument. The cabinet is a substantial one of green stained oak, several attractive mouldings helping to improve its appearance. Messrs. Barnett Samuel & Sons will shortly issue illustrations and full printed particulars of the "Gloria" machine, and all dealers should write to Worship street, London, for same.

## THE GENERAL PHONOGRAPH CO.

J. H. White at the Head of Affairs—Manufacturing Both Cylinder and Disc Records—Huge Developments in Prospect.

(Special to The Talking Machine World.)

London, England, August 7, 1906.

Interest centers just now upon anticipation in relation to the future products of the above firm. Outside immediate trade circles little is known, excepting bare facts, but much is speculated upon. With a desire to clear the horizon and determine exactly what quality of record dealers may expect, I engineered my way to Easton Building, the company's new warehouse. The term "engineered," by the way, is expressly used, as near unto the premises it required an eagle eye to avoid the obstructive evidences of a future big business. I found Mr. White busily engaged in personally superintending the recording, but nevertheless courteously inclined to satisfy my huge capacity for news. The company consists of Mr. White and Mr. Greenberg, as first directors, certain of the departmental managers having an interest in the concern, which has a capital of nearly £40,000 behind it, with more to call upon if required. The firm intend to manufacture a cylinder and disc record, also a superior class of machine.

Among certain newly recorded selections I had the pleasure of listening to "Asthere" and "The Moon Has Raised Her Lamps Above," both excellent duets, by Peter Dawson and Tom Child, and was particularly impressed by the magnificent blending and natural tone qualities obtained. There was absolutely no blasting or metallic ring, and I venture to predict that Mr. White's record will find great favor with the public and soon obtain a prominent position in the field. The record is priced at one shilling, and will be known as the "White" record. Information regarding the disc record and machine will be forwarded later. Outside Mr. White, who is too well known to dwell further upon, the General Phonograph Co., have gathered around them other experts, including Mr. Von Dermee (late of the National), who has been appointed factory manager. With such experts, who are perhaps the most adept and inventive men obtainable in the talking machine industry, devoting their exclusive care and attention to turning out a really first-class record, dealers will not be disappointed in expecting to handle a line that can record its own merits. The labels of this company are striking and are gotten out in gold, red and black, the words "White Record" appearing in white on black background, producing a most novel and artistic appearance.



## LATEST NOVELTIES

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled. Factors should write for sample and wholesale prices, to

G. W. CORDOCK & CO.

High Street, Scunthorpe, Lincs., England.



## FROM OUR LONDON HEADQUARTERS—(Continued).

## NATIONAL PHONOGRAPH CO.

And Their Progressive Dealers—Their Combined Efforts Insure Good Steady Business.

(Special to The Talking Machine World.)

London, England, August 5, 1906.

The pleasantest feature of the summer season just ending, so far as phonographs are concerned, has been the realization by dealers in Great Britain that the talking machine business is one which merits attention from the dealer for twelve months in the year, and is not merely a winter side line. This satisfactory state of affairs is traceable to the efforts of the National Phonograph Co., Ltd., who were the first to introduce into this country the price maintenance system. This is a system which enables a manufacturer or distributor to keep in close touch with every dealer who is handling the manufacturer's goods. The National Phonograph Co., Ltd., have spared no efforts in their endeavor to secure for their agents shopkeepers and dealers of the best type. It is the custom of this company to have their representatives from time to time call upon every dealer who has at any time, and through any factor, signed a dealers' agreement. The information thus acquired is valuable, not only to the company in that it keeps them posted as to who are really the live agents, but also to the better class of dealer, because by means of these personal visits an undesirable agent is eliminated from their list. It has been felt that it was unjust to the dealer who invested his capital and used his premises to stock and exhibit talking machines through the entire year, and not a few months at the extreme end and beginning of the year, that he be called upon to meet the competition of his neighbor, who possibly only took up talking machines as a side line in the winter.

That the efforts of the National Phonograph Co. in this respect have been appreciated by dealers is amply proved by the increased business which has resulted this summer, the volume of which has been far in excess, both as regards machines and records, of any preceding summer season.

## NEOPHONE, LTD., EFFECTIVE PUBLICITY.

(Special to The Talking Machine World.)

London, England, August 5, 1906.

The Neophone, Ltd., had a very fine display at their stand (No. 10) at the Music Trades Exhibition held at the Crystal Palace. There were about fifty models on show, and the public generally were greatly attracted to the stand on account of the numerous show cards intimating that "Neophones Need No Needles." I overheard several people talking about the display, and a sample of their conversation is that if they don't know what the "Neophone" is, they know it needs no needles. Mr. Bragg, who was in charge, was kept busy all day answering inquiries respecting the new product of the Neophone, Ltd. The records were of such splendid volume that I understand the bandmaster in the grounds asked Mr. Bragg to desist from using the Neophone while the band was playing in the North Tower Gardens.

Another great attraction at the stand was the Neophone home recorder. This the public were intensely enthusiastic about, and the crowd at times numbered quite a hundred. The visitors were all anxious to make records, and many fine results were obtained. In some cases three and four visitors were waiting to get their "turn," and the reproductions were really astonishing. One gentleman came with his cornet and played very well, and several of the Handel Festival Choir contributed during the interval.

The Neophone, Ltd., are to be complimented upon the design of their stand, and the blending of the colors, white, gold and green, and also the perfect representative stock they exhibited.

## DR. MICHAELIS TO VISIT NEW YORK.

Dr. Michaelis, inventor of the Neophone, may

be expected in New York about, if not before, this is in print. His visit will be purely of a business nature, as I understand the firm's intention is to open up in the States. Neophone, Ltd., have been showing keen enterprise over here just lately, and if the same methods are adopted in America, the flies may be expected to buzz an indicating knell of advertising sorrow. For who? Don't trouble. You will soon know.

## HUNTING CO. TAKE ODEON BUSINESS.

Sole Rights for Great Britain and Australia Secured.

(Special to The Talking Machine World.)

London, England, August 6, 1906.

As will be seen, this has been a month of surprises in London. Many new developments, some of which have been maturing for a considerable period, have at last reached the stage of open confession. The Russell Hunting Record Co. have, since their inception, shown a resourceful enterprise only equaled by the very exceptional position they hold in this field of industry. They have sent letters to the branch conveying the information that they have concluded arrangements with the International Talking Machine Co., of Berlin, and the Fonotipia Co., Ltd., of London and Milan, by which they have acquired the sole rights of Great Britain in "Odeon" and "Fonotipia" talking machines and records. What effect this development will have on the trade cannot be speculated upon here, but the future will tell. Certain it is, however, that the influence and up-to-date methods of the Russell Hunting Co. will undoubtedly secure a larger demand than hitherto for the Odeon and Fonotipia records.

As an indication of this, the firm have already secured another large warehouse in City Road, in addition to their present premises. For the present they will remain there, but there is no intention of continuing to occupy the Hamsell street premises, which evidently are far too small to cope with the anticipated increased demands for these disc records. E. Rink, former manager of the Odeon Co., has been elected to the directorate of the International Talking Machine Co., of Berlin, but will reside in Milan. In relation to the disc business only the firm will be known under the name of Sterling & Hunting, Ltd.

## DISCOVERY OF OLD TIME RECORDS.

(Special to The Talking Machine World.)

London, England, August 4, 1906.

"Voices, that tho' silent are not forgotten."

The following is a list of some old-time records taken by one of the employes of the Edison-Bell Co., of London, in the year 1890. These records have until very recently been lost sight of, and in consequence of having been stored in unsuitable surroundings have suffered damage in various places by the attack of a minute fungus, which impairs the records here and there by the introduction of grating sounds. These records must not be compared as records with the advanced state of the art of recording of this day, but they are without doubt the productions of the genuine voices of the eminent personages represented.

The record made by the late W. E. Gladstone is most unfortunately the least intelligible, probably in consequence of repeated repetitions, and it bears the evidence of having been in unskilled hands and so has suffered damage from other causes than the mere wearing of the stylus. This is very unfortunate, as some of the words by close attention may be distinguished, most certainly his own utterance of his name.

The records, which are 14 in number, consist of the following:

Four by the late Poet Laureate Lord Tennyson, taken in his sick room during what proved to be his last illness. The titles are: "Let the Tale Be Told," "Bury the Great Duke," "Charge of the Light Brigade" (2).

One by Thomas Bailey Aldridge (the American author), on "Identity," July 4, 1890.

Two by Florence Nightingale, July 30, 1890.

One by P. T. Barnum, February 17, 1890.

One by Dr. William Bonny, of the Stanley Expedition.

One by Henry Arthur Ethrington (Vanity Fair), June, 1890.

One by Dr. Horatio Nelson Powers, of New York.

One by Mrs. Robert Browning.

One by H. M. Stanley.

One by the late W. E. Gladstone, March 15, 1890, message to a meeting in New York.

At the invitation of Mr. Hough I was accorded the pleasure of listening to certain of these records. Nobody can imagine the thrill of awe and delight that passes through one at the sound of voices long stilled. The reproduction is at intervals imperfect, but on the whole remarkably

## The Russell Hunting Record Co., Limited

MANUFACTURERS OF THE  
"STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS  
IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the  
"Michael Casey" Series.

WE GUARANTEE EVERY RECORD TO BE PERFECT.

## "STERLING"

GOLD MOULDED RECORDS 25 CENTS EACH

LIBERAL DISCOUNT FOR EXPORT.

Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

## THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England



FROM OUR LONDON HEADQUARTERS—(Continued).

clear for that time, when scientific recording was practically in its infancy. Among enthusiasts these records should be in great demand. Mr. Hough invites inquiries at 39 Charing Cross Road, London, and if there is sufficient call to warrant reissue he will no doubt make arrangements accordingly.

### NEW DEPARTURE IN RECORDS.

Larger Records Admit Longer Verses of Song.

(Special to The Talking Machine World.)

London, England, August 6, 1906.

When calling at the Edison-Bell office the other day, Mr. Hough, the manager, showed me what is practically a new departure in phonograph records. It has often been complained that a record made a trifle longer would frequently admit of extra verses of a song, or a few extra bars of a musical selections which have had to be cut out of the ordinary length of phonograph record, in consequence largely of the extra speed at which the present-day records are run and the shortness of the cylinders. By adding from one-quarter of an inch to five-eighths in length this defect may be remedied. A piece, for instance, like "The Lost Chord," cannot be put complete upon a phonograph cylinder, a most interesting passage always has to be left out. By utilizing the spare space which is demonstrated on all mandrels of standard lengths and size, this defect can be made good, and such as "The Lost Chord" be put on the slightly longer phonograph records without mutilation. It will be observed, of course, that this extra length is all "meat," the end washers being just the same, consequently the addition can be used to its fullest capacity. I think it highly probable when once this fashion is set it will be largely followed, and possibly universally adopted, as there has long been agitation among a certain section here for a longer record.

### JAMES H. WHITE HONORED.

Provincial Factors of the National Company  
Fete Popular Member of the Trade.

(Special to The Talking Machine World.)

London, England, August 5, 1906.

"We live in deeds, not years; in thoughts, not breaths;  
In feelings, not in figures on a dial.  
We should count time by heart-throbs. He most lives  
Who thinks most, feels the noblest, acts the best."

—Baileys.

Had these words been dedicated to Mr. White they could not have been more pertinent to the man, and such must be the thoughts of all who come in contact with him. At any rate, the



JAMES H. WHITE.

provincial factors of the National Phonograph Co. all thought so, as they took care to see that the verse in question was emblazoned on the menu card of the dinner they provided for Mr. White on the 27th at the Midland Hotel, Manchester. You all know that Mr. White has resigned his position with the National Phonograph Co., and is now at the head of the General Phonograph Co.

engaged in manufacturing what will be called the "White" record. In order to mark their feelings of appreciation and esteem for Mr. White, and at the same time avail themselves of the opportunity to record their hearty wishes for the success of his new venture, the provincial factors decided that a dinner and presentation would be the most suitable manner in which to do so.

A goodly company mustered at the Midland Hotel and a most successful evening was spent. The duty of the chairman was admirably discharged by Mr. William Newton, the popular factor of Newcastle.

After an excellent dinner the chairman addressed the gathering. In the course of his remarks he said: "I am delighted and honored to give you the toast, 'Our Guest.' We have assembled here to-night in a hostelry more or less consecrated to the talking machine trade, to do honor to one of its most distinguished members. Our guest is no stranger to any of us, so that there is no necessity for me to make a speech of introduction. But I think I will only be voicing your feelings if I say that the acquaintance and friendship of Mr. White has been something which each of us has prized, and of which we are not a little proud. I am sure that nothing I could say could possibly increase the respect and esteem in which he is held by all sections of the trade. We must remember and recognize that in a very large measure the healthy condition of the talking machine trade is due to the efforts of Mr. White in his endeavors to place practically a new industry in such a secure position as to prevent its early decay by a fearless application of the great principle of price maintenance. Personally, I consider that every straightforward factor and dealer in the United Kingdom is under a deep debt of gratitude to Mr. White for the state of the phonograph trade to-day. Had Mr. White not with great firmness stood fast on this, the question of price, to use a familiar phrase, the trade would have been in 'rags and tatters.'



Correspondence invited  
from Factors in all parts of  
the world : : : : :

All "WHITE" RECORDS  
will be distributed  
through jobbers : : :

The name "WHITE" on  
a Record means perfec-  
tion : : : : :

The **General** Salutes you  
and will very soon be prepared to  
take your orders for

## "WHITE" RECORDS

made under the latest **GOLD MOULDED** process. Our aim will be highest possible *Quality* and most carefully selected of *Titles*.

We call attention of Jobbers in the British Colonies to the advantage of buying their Records in England, thereby getting the *benefits of preferential tariffs*.

Terms quoted and lists supplied on application

**THE GENERAL PHONOGRAPH CO., Ltd.**  
**26 Euston Buildings, Euston Road, London, Eng.**



# TO TALKING MACHINE MEN =====EVERYWHERE=====

During the past few months I have visited all of the principal trade centers in Europe with a view of getting in closer personal touch with the talking machine interests everywhere.

As a direct result of my investigations, I have opened an office in London, with a trained trade journalist in charge, who will pay the closest attention to the news and trade situation in Europe.

The space given to European news in this issue will show how I propose to extend the influence of this journal in other lands. I shall have, as well, a special Continental service, and this journal, as its name indicates, will wield an ever-increasing world-wide influence among talking machine men.

It is most gratifying to find the steady advance which the Talking Machine World has made in European countries, and the high compliments paid it there, where leading men unhesitatingly pronounce it the best paper of its kind published.

The steady and to some surprising growth of this paper is not without excellent reason, for it is the result of carefully matured plans. I may state that for years I have been collecting lists of talking machine men in every part of the earth, including the islands of the sea, so that when I first set our journalistic machinery in motion I had a complete command of the trade situation, which it is impossible to obtain without years of preliminary work and large financial outlay. Back of this I have a splendidly organized journalistic machinery, covering every part of America, as well as Europe, composed of trained journalists, who thoroughly understand the talking machine situation.

It requires years to build up such an organization, and I feel today that I can confidently say to Europeans that I am in a better position to serve their world-wide interests than any other organization. Foreign advertisers should know that the paper circulates extensively not only in their respective countries, but in all parts of the earth, of course not to the same extent as in America, but sufficient to give excellent results to advertisers. Some of my European advertisers have already reaped most satisfactory returns through their investment in the World's columns, and I propose to conserve their interests carefully and render a splendid equivalent for any investment which they may make with me.

This paper stands for the best interests of the talking machine trade. It has demonstrated its independence and its usefulness. The subscription price is extremely moderate, and there is sufficient value in each issue to equal the annual subscription cost. The World is today the strongest influence in the entire talking machine industry, and it is most gratifying to all who are connected with it to know that its growth is being steadily accentuated with the passing of each month.

**EDWARD LYMAN BILL**

New York, August 15, 1906.



## FROM OUR LONDON CORRESPONDENT—(Continued).

I may say that it gives me very great pleasure in now asking Mr. and Mrs. White's acceptance of a small token of our esteem and regard. Wishing him every success in his new undertaking, and may he and his good lady have long years of happiness and prosperity before them. Gentlemen, I now ask you to rise and drink to the health of our guest, Mr. White."

Needless to say, the toast was received with acclamation. Mr. White, much moved by the kind remarks of the chairman, in his reply, said that he did not know what he had done to deserve such a handsome gift, which he appreciated and thanked them for from the depth of his heart. In the time to come he would never be able to take a meal without thinking of "the boys of the Old Brigade" in the North. Although silverware could be destroyed, words



SILVER CHEST PRESENTED TO JAMES H. WHITE.

could not, and such kind words and thoughts as inspired this gift would ever live in his memory. He wished to propose two toasts in one—the "Provincial Factors and Thomas A. Edison," which, needless to say, was most enthusiastically honored.

This was then followed by several vocal and musical selections by well-known artists. Mr. James Stewart was most amusing and realistic in a voice-imitation of the phonograph. It was a novelty, requiring much vocal dexterity and was rendered in a most phonograph-like manner. Some more pithy speeches followed, in which reference was made to the guest, and it was evident therefrom that the regard in which Mr. White was held was most general.

Mrs. White and her sister, together with Mrs. Duwe, graced the company by their presence later in the evening. Mr. Duwe, as secretary of the Dinner Committee, showed his "Christian" character by doing his utmost to insure the absence of any hitch in the programme.

During the course of the evening telegrams were received from some who were unable to be present. Mr. Tilley (of "Titles" fame) wired from Cardiff his bitter regrets at his unavoidable absence, but the contrasting sweetness were the very hearty wishes sent. Mr. Lyle Taylor, the master-musician of the "White" record; Mr. Charley Howell, and Messrs. Brown Brothers, among others, wired their congratulations.

Mr. H. Clegg (Manchester Evening News) and Mr. B. W. Taylor (Manchester Dispatch) represented the local press, and L. W. Lillingston, Messrs. Dunlops and W. Lionel Sturdy the talking machine press.

The present consisted of a solid oak case of unique and handsome design, containing a set of silverware for all occasions. The case was inscribed as follows:

Presented to  
Mr. and Mrs. James H. White  
as a token of esteem  
by the Provincial Factors of  
the National Phonograph Co.,  
July 27, 1906.

One of the artists, Mr. Hamilton Hill, leaves here October 17 in the "Majestic" for America.

He will tour with the B. F. Keith service through Paterson, Hoboken, N. J.; New York, Boston and on to Toronto among other places. Mr. Hill makes records for the Russell Hunting Co. and the Gramophone and Typewriter Co., and if he can gain permission hopes to do some recording in the United States.

The following were present at the Northern Factors' complimentary dinner: Mr. and Mrs. Jas. H. Waite, Mr. W. Newton, Newcastle; Mr. and Mrs. Christian Dusoe, Manchester; Mr. J. Walsh, Blackburn; Mr. R. J. Appleton, Bradford; Mr. Swaine Stoddart, Mr. Fred Stoddart, Bradford; Mr. J. Harris, Dublin; Mr. E. A. Wood, Birmingham; Mr. E. Gardner, Padiham; Mr. Morris Greenberg, London; Mr. S. C. and Joseph Richardson, Mr. G. M. Geddes, Mr. Karl Wagenhaus, Manchester; Mr. J. Ellis, Sheffield; Mr. Burrows, Mr. S. Popert, Mr. A. M. Abbott, Mr. A. Cuthbert, Manchester; Mr. Arthur S. and Percy A. Dunlop, Mr. L. W. Lillingston, Mr. W. L. Sturdy, Mr. H. Clegg, Mr. B. W. Taylor, London.

### PRESIDENT EASTON AN ENGLISH VISITOR.

(Special to The Talking Machine World.)  
London, Eng., Aug. 4, 1906.

E. D. Easton, president of the Columbia Phonograph Co., visited London in July in the course of his annual European trip. He spent a fortnight on the Continent, and also went down to Manchester to have a look at the new Midlands branch recently opened there. He was accompanied as usual by Frank Dorian, European general manager. Mr. Easton was much interested in the progress made at the Wandsworth factory, and expressed himself as pleased at European conditions generally. In answer to inquiries he said the last year had been the best in the Columbia's history, and the prospects were for an even better report for the coming twelve months.

### INCREASE PRICE EDISON-BELL RECORDS.

(Special to The Talking Machine World.)  
London, Eng., Aug. 5, 1906.

The following is the text of a communication issued by the Edison-Bell Co.: "We regret to announce that in consequence of the serious advances during the present year in the market prices of all materials of which Edison-Bell records are composed, we are compelled to give notice of an impending increase in our prices to dealers, rather than use inferior materials. Our present stocks and contracts for supplies will carry us well into August, and we have decided to give dealers the benefit of the lowest prices as long as possible. After August 31 next the prices will be 7 shillings and six shillings 9 pence per dozen instead of 6 shillings 6 pence and 6 shillings three pence, respectively. Terms and other conditions, as heretofore."

### PROPOSED RETAIL PROTECTIVE SOCIETY.

(Special to The Talking Machine World.)  
London, Eng., Aug. 6, 1906.

To add to my previous report upon the above matter, I learn from Mr. Tobin, the organizer, that the suggestion is being warmly supported by the dealers, but it is a fact that the manufacturers show a somewhat surprising indifference to the movement. Mr. Tobin invites correspondence, and as soon as a satisfactory number of promises to subscribe for membership are received a meeting will be called to discuss the matter further and appoint the necessary executive.

### SOUSA'S LATEST MARCH HEARD.

(Special to The Talking Machine World.)  
London, Eng., Aug. 7, 1906.

Sousa's latest march, "On to Victory," is announced by the Columbia Co. in ten-inch disc record No. 3404. The march is introduced into "The Free Lance," a new comic opera written by Sousa, which is having a successful run in the States.

### SEEN AND HEARD IN LONDON TOWN.

New Zonophone Catalogue, American Talking Machine Co. in New Quarters—Bruce's Specialties in Records—Other News.

I have before me one of the Zonophone Co.'s latest catalogues of records. Apart from being well printed and neatly arranged, the list contains a comprehensive tabulation of various band and instrumental selections. The vocal section contains many popular airs (old and new), and being allocated in each case under the name of the artist, is most adaptable for easy reference. Generally, business is very good with this company.

\* \* \* \*

The American Talking Machine Co. will be ready to do business from their new premises in Tabernacle street by the time this is in print.

\* \* \* \*

David Bruce & Co. (151 High Holborn) are offering for sale some magnificent all-British made disc talking machines. The firm also manufacture in their own works from master patent, what they claim to be one of the finest sound boxes on the market. Also a needle warranted to play 50 records without signs of wear.

\* \* \* \*

Recently meeting Mr. Spiers, the well-known Birmingham factor, he informs me that the provincial trade is, generally speaking, pretty good. Of course, the present activity with the manufacturers will soon spread to the factors, and as the summer wanes, to our very much respected dealer.

\* \* \* \*

Among the new August records announced by the Columbia Co. are several very attractive numbers on seven-inch discs. They are brisk marches and lively dances, and ought to have a wide popularity.

\* \* \* \*

Ten more long six-inch gold moulded records for cylinder machines with long mandrels have just been published by the Columbia Co. Six are instrumental selections, the rest vocal.

\* \* \* \*

A novelty for talking machine users is offered in the August supplement of Columbia records in three ocarina solos on 7-inch records. This seldom-heard instrument makes a good record. The tone is clear-cut, without being shrill. The quality is distinctive and the reproduction effective. On the Continent such records are in high favor, and no doubt these now under notice, which are played with remarkable skill, will find many British admirers.

### COLUMBIA TAKES FIRST PRIZE.

(Special to The Talking Machine World.)

London Eng. Aug. 5, 1906.

The Columbia sound-magnifying graphophone has just taken first honors at an exhibition held in Wurtemberg, Germany. The loud-sounding instrument is having a splendid sale on the Continent, the demand being considerably in excess of the supply. Interest in the machine is everywhere considerably on the increase, and dealers particularly are ordering them because of the splendid help they find them in showing records to customers.

### NOVEL RECORD ADVERTISING.

(Special to The Talking Machine World.)

London, England, August 6, 1906.

The Russell Hunting Record Co. recently resorted to an advertising scheme that for originality surpassed anything so far adopted by the trade in "Yankeeland." The company sent up a balloon from which was dropped 5,000 coupons each entitling the finder to their choice of any record on the Company's list. Within three days 3,500 of the coupons had been returned and the records claimed. Each recipient of a record gave his name and address, and thus many valuable names were added to the list of prospects.



# TWENTIETH CENTURY "HOME"

A WONDERFUL NEW GRAPHOPHONE  
NOW ON THE MARKET A MARVELOUS INSTRUMENT

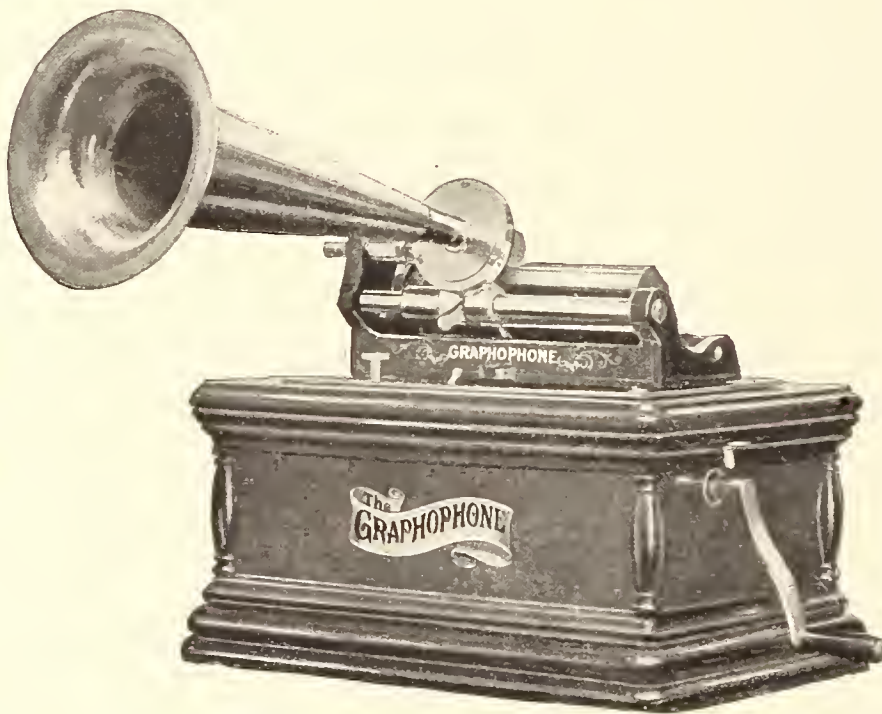
THE demand for a Graphophone embodying the principles of the "Twentieth Century" but smaller in size than the "Premier" and particularly adapted to the home and small halls, has resulted in the bringing forth, by the Columbia Phonograph Company, of a new machine known as the **Twentieth Century "HOME."** We present a picture of it below.

This new type of machine sells, without horn, for

## \$75

and is, in every respect, a thoroughly first-class instrument.

It has the same essential features that have made the Twentieth Century "Premier" famous.



TWENTIETH CENTURY "HOME" GRAPHOPHONE  
(TYPE BM)

Mounted in a

### Mahogany Cabinet

of great beauty and high finish and equipped with a strong motor, the

### Twentieth Century "HOME"

LEAVES NOTHING TO BE DESIRED

Uses the regular Cylinder Records—all makes—as well as the new Columbia Twentieth Century Cylinders, half a foot long: 50 cents each.

While the **VOLUME** of tone from records played on the new machine is somewhat less than when they are reproduced on the Twentieth Century "Premier," the **QUALITY** is full.

Measured by ordinary cylinder machines, the **Twentieth Century "HOME" GRAPHOPHONE** is so far in advance of them as to leave no room for comparisons.

## Columbia Phonograph Company, Gen'l

Sole Sales Agent  
for the

### AMERICAN GRAPHOPHONE COMPANY

Creators of the Talking Machine Industry. Largest Talking Machine Manufacturers in the World.  
Owners of the Fundamental Patents.

Grand Prize, Paris, 1900.

Double Grand Prize, St. Louis, 1904.  
Highest Award, Portland 1905.

Stores in all Principal Cities.

Dealers Everywhere.

Tear Off Here. Fill in and Mail To-day to.....  
COLUMBIA PHONOGRAPH CO., GEN'L,  
90-92 West Broadway,  
New York.

Dear Sirs: I am interested in your Twentieth Century "Home" Graphophone. Send me full details, prices, terms, etc., at once.  
Yours truly,  
Name .....  
Address .....  
T. M. W.



## NEWS FROM THE EMERALD ISLE.

Talking Machines at Country Fairs—Recent Visitors to Belfast—J. H. Whites' Resignation Regretted—Neophone Novelty Demonstrated—Sousa's Attack on Talking Machines—Exploiting House Property With the "Talker"—Equipment for the Seaside.

(Special to The Talking Machine World.)

Belfast, Ireland, August 3, 1906.

In an agricultural country such as the North of Ireland, special exhibition of cattle, farming implements, etc., naturally appeal to a very large and important section of our population. This was evidenced by an enormous "gate" at Newtownards, County Down, when the annual "show" of the North Down Agricultural Society attracted the fairest of Ulster's daughters, the elite of the province, horse and cattle breeders from far and near, and last, but not least, thousands of farmers from the counties of Antrim and Down—fine, typical specimens of that healthy and robust race which has been correctly described as "the backbone of Ireland," and from which has sprung the most successful merchants of Belfast. Judging from newspaper reports the two leading features of the exhibition were the horse jumping competitions, and the "musical treat." The latter was a splendid programme of choice selections rendered on the Monarch senior gramophone and Edison phonograph. The entire arrangements in connection with these concerts were entrusted to T. Edens Osborne, of Belfast, who displayed laudable judgment in choosing the gramophone, zono-phone and Odeon disc records and the popular Edison and "Sterling" cylinders, the rendition of which was much appreciated.

The genial manager of the British Zonophone Co., London, G. P. Long, paid a flying visit to Belfast recently. He had the pleasure of congratulating his factor (Mr. Osborne) on account of his output of Zonophone goods, being treble what it was in April, May and June of 1905, thus indicating that the demand for "talkers" and records in summer is growing phenomenally.

R. G. Smyth, the energetic and popular representative (for Ireland and Scotland), of the Gramophone & Typewriter, Ltd., was another visitor, and in conversation with his largest local customer reported that the summer sales of this company's products were highly gratifying.

The resignation of J. H. White, who until quite recently was managing director of the National

Phonograph Co., has caused widespread regret, especially among all factors who enjoyed the privilege of being "hand in glove" with him. His geniality, good nature and urbanity, coupled with organizing abilities of a high order, endeared him to the clientele of his late company. No one can contemplate the charming personality of Mr. White without being strongly impressed with his splendid physique, his good-natured, honest physiognomy, and a temperament indicative of that "Suaviter in modo, fortiter in re," so essential to success in life.

By an artistic "carte postale" mailed at Suez on June 16, S. W. Dixon, the esteemed manager of the Gramophone & Typewriter, Ltd., London, apprised T. Edens Osborne that he was thus far on his return journey from his successful South African business trip; having such an efficient staff in London it is anticipated that Mr. Dixon could not have experienced much anxiety concerning the affairs of his company while abroad.

P. Mellerio, formerly manager of the British Zonophone Co., now occupies a prominent position in London, namely, "manager of the sales department" of the National Phonograph Co. His many friends in the trade heartily congratulate him on his appointment.

The latest novelty shown at Scottish Provident Buildings, Belfast, is the new device of the Neophone, Ltd., for attachment to the sound box of a disc "talker," consisting of an elbow for adjusting it to the proper angle, and a pin with reproducing sapphire substituted for the ordinary needle; a taper arm instrument thus becomes suitable for operating the Neophone records. The reproduction, though wonderfully good, is not considered by local experts at all equal to an up-to-date gramophone. Doubtless the Neophone will ere long be much improved by its clever inventor, Dr. Michaelis.

Sterling phonograph records have become "prime favorites" in North of Ireland, and seem to be ousting several brands sold at same price, one shilling, from the market.

The attack made by Sousa on talking machines was much commented upon in this country. Fortunately, the public of Belfast are gifted with a fair share of commercial perspicacity, and accordingly were well qualified to "read between the lines" when perusing the published extract from Sousa's speech before the Congressional committees. Surely a change has suddenly come over the spirit of his dream, for only a few years ago when "talkers" were but crude and primitive in comparison with present-day instruments, he wrote to Mr. Barry Owen, "Your gramophones are all right."

Toujours la politesse! A pretty compliment—unconsciously administered—was paid to the Gramophone a short time ago in the talking machine depot of T. Edens Osborne. One of his lady customers, before leaving the establishment, had to pass close to a gramophone in operation. Just at that moment Russell Hunting was announcing the title of one of his well-known "Michael Casey" records, and the lady thus taken by surprise immediately turned toward the instrument and said, "I beg your pardon," before she discovered she was apologizing to a gramophone (for so rudely passing in front of the speaker).

One of the latest uses to which the "talker" has been locally applied is to attract investors to desirable building sites, and to exploit and develop house property. With commendable enterprise Sir Robert J. McConnell, Bart., has purchased an up-to-date Gramophone which he has installed in the picturesque pleasure gardens of the Garden Estates Co., Cliftonville Circus, Belfast. It has been placed in a sweet little tea house (in charge of Miss Hamilton) which is now therefore a new type of Café Chantant.

It is significant that many families now include a talking machine and records as an item of their equipment when going to the seaside. Furthermore, the "talker" is now an essential factor in camping parties—indeed, this was evidenced at the charming seaside resort of Helen's Bay, County Down, during the months of June and July, where the Edison Home Phonograph was used by the Bohemian Camping Club for the enjoyment of its members, and the general public.

"It's the Easiest Thing in the World" to Sell

# Hohner

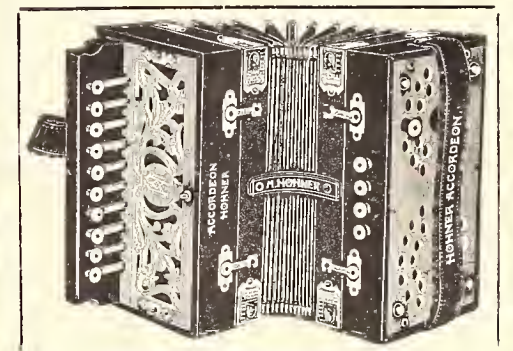
## Harmonicas and Accordeons



The Lyre Harmonica Assortment

A Good Side-Line for Talking Machine Dealers

Small Stock  
Little Capital Required  
Big Demand  
Big Profits



### Mr. Talking Machine Dealer:

You have the facilities, why not handle Harmonicas and Accordeons and make an extra profit? There's a demand for these goods everywhere and it will require but a small investment to get a share of the business. The Hohner Harmonicas have been on the market for half a century during which time they have satisfied the desires of the most critical. The name "Hohner" is now a household word amongst the harmonica and accordeon playing public, and the mere announcement of the fact that you have these goods for sale will be sufficient to bring you numerous inquiries for them.

ANY JOBBER CAN SUPPLY YOU

A Postal Will Bring You  
the Latest Catalogue

**M. HOHNER**  
475 Broadway, New York  
AND 76 YORK ST., TORONTO, CONN.

### OUR CYLINDER RECORD CABINET NO. 30

Is one of the handsomest Cabinets on the market, being well proportioned, has French Legs, Five Drawers, holds 150 Records. Golden or Weathered Oak or Mahogany Finish.

Write for Catalogue and prices or ask your Jobber for the Feige Cabinets.

**FEIGE DESK CO.,**

2073 Genesee Ave., Saginaw, Mich., U. S. A.

### The House of York

Is not only noted for the manufacture of

The Best Band Instruments

on earth, but for the publication of some of the

Best Band and Orchestra Music



"Consult the House of York"

in the market. The pieces named below are published for both Band and Orchestra; we shall be pleased to send you our complete catalogue, price-list and sample parts on request.

Remembrance March, Walter Lewis; Mazie Waltzes, Ellis Brooks; The Morton March, Ellis Brooks; The Minstrel King March, Jos. Norton; Little Nugget Overture, Geo. D. Barnard; The Emblem, Solo for Trombone, Baritone or Cornet, Ellis Brooks; Golden Leaf, Solo for Trombone, Baritone or Cornet, Geo. D. Barnard. And many others besides. Remember the address,

**J. W. YORK & SONS**  
GRAND RAPIDS, MICH.



## TRADE HAPPENINGS IN THE WEST

Appreciative of National Phonograph Co. Courtesies—Babson Bros. Branch Out—G. M. Nisbett Joins Forces—C. M. Noyes Chats Interestingly of San Francisco Matters—New Coin-operated Machine—Eckland's Plan of Campaign—Cable Company Expansion—Lyon & Healy's Great Record—Henry B. Babson May Retire from Universal Talking Machine Co.—To Locate in Chicago—All the News of the Month Carefully Presented.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,  
Chicago, Ill., August 11, 1906.

Ordinary adjectives are entirely inadequate to express the opinions of the Chicagoans who attended the Edison reception in the East. They returned full of enthusiasm regarding the magnificent hospitality tendered them, the remarkably able management of the whole affair, and the priceless privilege of meeting and conversing with Mr. Edison himself. Following are some of the expressions:

F. L. Babson, of Babson Bros.—“The whole affair was conducted on a great, broad-minded way, and far exceeded anybody's expectations. Mr. Dolbeer, who had charge of the programme, and all the officers of the company, are to be congratulated. Everything was carried out without a hitch, the hospitality was lavish and the visitors were not allowed to spend a cent. Business was tabooed. Possibly many thought the Edison people were getting us down there to talk business to us, but such was not the case. Shop talk was tabooed, and it was simply a great, big, glorious family gathering.”

J. W. Harrison, of the Cable Company.—“The Edison people certainly treated us royally. The way the big crowd was handled was a marvel. There were no mistakes, no failures to carry out the programme as arranged, and the whole 250 of us were looked after with as great care and given as much personal attention, and entertained as liberally, as if there had been only three or four of us.”

C. E. Goodwin, Lyon & Healy.—“I can't say too much in praise of the National Phonograph Co.'s reception to their jobbers. Everything was conducted on a princely style. Just say that the whole affair was up to, if not a few points above, the usual Edison standard, and you have it in a nutshell.”

James F. Bowers, treasurer of Lyon & Healy, had the privilege of spending almost the entire time during the trip to West Point in Mr. Edison's company. “He's the greatest man that ever lived,” said Mr. Bowers. “His knowledge is universal and encyclopædic, and his manners are as simple and unaffected as a child. He loves a joke, and can tell a good story, but he's a serious minded man, nevertheless. Just for instance, at one time when there was a little pause in the conversation, he turned to me, and waving his hand toward the magnificent landscape, said: ‘I can't understand how any one who knows anything about chemistry or delves into the secrets of nature, can doubt for a moment that this glorious world of ours evidences a Creator, an overruling Intelligence—a Ruler of all.’”

Touching on Edison's relations to the industrial world, Mr. Bowers said: “Just think of the enormous number of men given employment as the result of this man's genius. Three thousand seven hundred men are employed at the talking machine factories at Orange alone. Twenty thousand at the great works of the General Electric Co., besides those at the Edison lighting plants throughout the country. Talk about your captains of industry! This man's a general. And yet as simple and unaffected as a child,” he repeated, musingly.

Edward H. Uhl, Rudolph Wurlitzer Co.—“Everybody had the time of their lives. Both in general scope and in the manner in which the details were executed it was a remarkable affair. While it was primarily and absolutely a social affair, yet the gathering of so many jobbers from all parts of the country must be of invaluable commercial benefit to them all. The exchanges of experiences in hotel corridors and en route to the various points of interest visited proved invaluable, I am sure.”

P. E. Conroy, of St. Louis, passed through Chicago on his belated return from the East.—“The Edison affair was simply magnificent,” said he. “The best thing about it was that there were no playing of favorites. The mere fact that a man was an Edison jobber no matter how small placed him on a par with the biggest handler of Edison goods on the list. I don't think there has ever been anything like it in any line of trade whatever.”

The most important news item of the month from the Chicago standpoint is found in the fact that Babson Bros., who started in business a little less than a year ago in the mail order talking machine business, have decided to branch out extensively in the jobbing business, with a view to gradually concentrating their entire energies to the wholesale end. G. M. Nisbett, one of the best-known talking machine men in the country, will have charge of the wholesale department, and will have a working interest in that end of the business. The wholesale department will be conducted separate from the other branch of the business now at 149 Michigan avenue, and Mr. Nisbett will probably have secured spacious quarters for his department by the time this issue of The World reaches its readers. The firm will be Edison jobbers on a large scale, and heavy orders for goods have already been placed. They will also carry a disc line, but arrangements have not yet been completed. F. L. and Gus Babson are recognized as two of the brightest, keenest, most aggressive young men in the business. They have literally grown up in it, and got their early training with such men as their brother, Henry Babson, and Mr. Douglass, now of the Victor Co.

G. M. Nisbett came to Chicago in October, 1905, as city salesman for the Edison Co. Has been with them ever since, and the last two years until the discontinuance of the Chicago office has been in charge of it as the company's Western manager. He is a thoroughly posted man, and has wide acquaintance with the Western dealers. Babson Bros. are prepared right now to fill orders for Edison goods, but will go after the business on an aggressive scale by September 1.

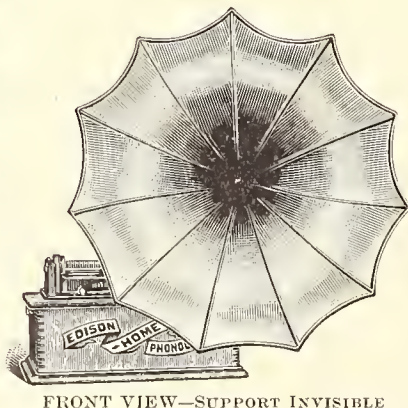
C. W. Noyes, secretary of the Hawthorne-Sheble Manufacturing Co., and Western representative of the American Record Co., returned on August 6, from a trip to the Coast, which has proven a record breaker, both in territory covered, considering that he only left Chicago on June 26, and in the volume of business. He says that the past year has witnessed a wonderful development in the talking machine business in the far West. Any number of new jobbers have been created, and they in turn have been at work aggressively, and have got dealers started in little hamlets where no talkers were sold before. All of the older distributors have placed much larger orders for fall than last year.

‘Frisco was a revelation to him. “One dealer told me that I would be surprised to find the number of talking machines among tent dwellers in Golden Gate Park,” said Mr. Noyes. “I admit that I was incredulous at first, but not after I took a trip out there one evening. The air was full of melody. It was a great record exhibition. I only went through a small portion of the tent city and counted twenty-five talkers, and, of course, there were plenty more concealed. A large number of the talkers at Golden Gate Park have been purchased since the quake and fire. Of course, there are many people out there rendered destitute by the great disaster, and who are supported by the city. But perhaps the larger portion of the tenters are employed at good wages. The transforming of some of the residence streets into marts of trade have driven the former residents out, as they cannot pay the high prices obtainable from business firms. These concerns who are back in the talking machine business in ‘Frisco are doing a really big business, and a big trade is being done from Oakland. Everybody is placing large orders. Kohler & Chase are in temporary quarters on Sutter street and are making arrangements to put up a building on their old site. Just now all their talking machine business is being done from Oakland. Sherman, Clay & Co., who have been in Oakland, are establishing temporary quarters on Van Ness avenue, and will have a magnificent stone and steel fire and earthquake structure on their old site.

“Peter Bacigalupi didn't stay wiped out. The next day after the fire he was down on Golden Gate avenue leasing ‘foundations’ and letting contracts for temporary stores. Bacigalupi's market is a wonder. He put up a roof and rented space to sixty merchants in all lines, who have put up their own booths and are paying Peter a rental and a percentage of the profits. You can buy anything, from a pencil to a threshing machine there. Next door is Bacigalupi's

## Chicago Horn Support

### FOR EDISON PHONOGRAPHS



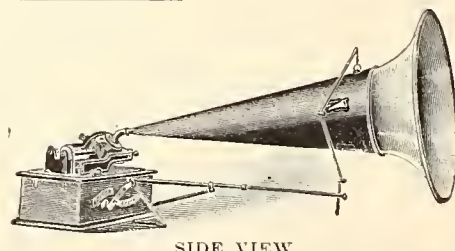
FRONT VIEW—SUPPORT INVISIBLE

The simplest, neatest and most practical Horn Support on the market. Has many advantages over other devices of this kind. Is adjustable to different size horns, holding the largest size bell horn perfectly without tipping the machine.

This support is so constructed that it comes directly under the machine and practically out of sight, leaving the top of machine perfectly clear. This support is quickly attached and detached, and folds up into a package 1¾ inches by 2¼ inches by 15 inches in length, allowing same to be packed inside of machine case. Handsomely finished in heavy nickel plate.

Ask your jobber to send you a sample. Must retail for \$1.50 each. Wholesale, 75 cents each.

**CHICAGO STAND CO.**  
266 Wabash Avenue, CHICAGO



SIDE VIEW



main talking machine store. Nearby is a restaurant run by one of 'Frisco's most famous chefs, and in which the talking machine man has an interest. He was preparing to start a drug store when I left. He has another talking machine store on Fillmore street. I spent a Saturday afternoon there, and the store was literally crowded. One \$300 outfit was sold. Everywhere I went a remarkably good dull season's business was being done. At Los Angeles the Southern California Music Co. have just taken hold of the Edison line in a large way as jobbers. They are also Victor dealers and handle Hawthorne-Sheble supplies, and are American record jobbers. They have fitted up the second floor for the talking machine department, and have five plate glass record rooms. They are doing a big business, both wholesale and retail. Up on the north coast I found things booming. Graves & Co., at Portland; D. S. Johnston & Co., Seattle; Eilers Music Co., and the Spokane Phonograph Co., Spokane, are all doing an excellent business right now, and are preparing for a phenomenal fall business, judging from the size of their orders.

At Butte, Mont., Oiton Bros., are preparing to move their talking machine department from the basement to the second floor, where the business will be pushed more energetically than ever, and where they will have handsomely fitted up record rooms. At the Montana Phonograph Co., at Helena, Frank Buscher told me that when they first went into the jobbing business a short time ago there were only 13 talking machine jobbers in the State. They have created many others since. Mr. Buscher cited the fact that the length of Montana from east to west is approximately 800 miles—almost the distance from Chicago to New York—and is 500 miles wide. This gives an idea of the chance of business development in the future.

Among the other cities covered by Mr. Noyes in his trip were Kansas City, Omaha, Lincoln, Denver, Colorado Springs, Salt Lake City and Ogden, in all of which he found the talking machine dealers in a flourishing condition.

E. C. Plume, who represents the Columbia Phonograph Co. to the jobbers in the Western field, left on July 28 with his family for a two or three weeks' vacation at Berrieu Springs, Mich. He has recently created a number of new jobbers for the Columbia product in Chicago.

H. A. Steadman, manager of the talking machine and gun departments at Hibbard Spencer, Bartlett & Co.'s, who has been ill with typhoid fever for the past six weeks, and at one time was very near death's door, is slowly convalescing, and hopes to be able to assume his desk again before the month is out.

A. S. Thompson, manager of the talking machine and musical instrument, sporting goods and toy departments at Rothschild & Co.'s, left the latter part of the month for the East, where he will spend several weeks buying goods in his various lines.

The Automatic Machine & Tool Co. have now on the market a coin-operated talking machine of decidedly unique nature. It is equipped with twenty-four disc (Victor) records, twelve on each side of the center revolving table, which holds the record being played. The programme is in sight, and any special number desired can be selected by the turning of a knob. Above the revolving table is a magazine holding 150 needles, one of which is fed automatically for each record. After the record is played the needle just used is dropped into a cup, which, as the record disappears, is carried into a receptacle on the side. To operate the machine a nickel is dropped in the slot, and the crank handle turned once, winding the motor for one record. A unique feature is that steel or iron slugs will not work, as they are at once deflected from the coin channel by a magnet. It is a crowd entertainer, the large horn emerging from the top of the machine.

The Victor Novelty Works, who manufacture a large line of slot machines, are about to bring

out a coin-operated cabinet machine, using the Twentieth Century Graphophone, and thus producing a remarkable volume of tone. The Columbia cylinder records will, of course, be used. It will be on the market about September 1. A number of records are on a spindle, and the one to be played is automatically shifted unto the mandrel. One turn of crank winds for record.

\* \* \* \*

O. Eckland, manager of the instalment department of the Chicago Phonograph Co., has now no less than 284 solicitors out in Chicago, and within a radius of 300 miles of the city. In addition to these he has a number of women engaged in the city stirring up prospects and keeping the solicitors, who work on commission, from getting discouraged, because of the otherwise totally unproductive calls they would have to make. The young women make a systematic canvass of the district to which they are allotted, visiting every house and flat. They get easy admission by a peculiar method of approach invented by the ingenious Eckland. Then they proceed to find out whether the householder has a machine; if not, whether he is favorably disposed toward the proposition; if he has a machine, whether he would exchange for a better one. Their reports of course furnish valuable pointers for the regular canvassers.

\* \* \* \*

W. W. Parsons, manager of the commercial department of the Chicago office of the Columbia Phonograph Co., spent his vacation last month in the East. He visited the Columbia factory, and was impressed with the immense increase in equipment and output since his last visit five years ago. He reports that the new type of the dictation graphophone, especially adapted for use in the smaller cities and towns where they have no direct current, will soon be ready for the market.

\* \* \* \*

Since Arthur D. Geissler came to Chicago in February last to take charge of the Talking Machine Co., he has made some very aggressive moves, which have had the effect of immensely increasing the wholesale business of the company. For one thing, he has eliminated the retail business of the company entirely, including the mail order business, which amounted to something like \$15,000 per month alone. The Talking Machine Co. are exclusive Victor distributors, and continually carry a stock of 100,000 Victor records. Moreover, a number of extra men have been added to the shipping department so as to enable them to fill all orders the same day received. Mr. Geissler exhibits with pride a recent order for 500 records, which was filled with only five "outs," and he says their orders will average 95 per cent. of the records scheduled filled from stock. As soon as a record is received from the factory, it is placed in a special envelope and sealed, so it is never used before shipping and the dealer is assured of a perfectly fresh record. The envelopes are, of course, cut out so as to expose the label of the record. James Milne, who, while a young man, is one of the oldest talking machine salesmen on the road, but who for the past six months has been out of the line settling his father's estate, and has been placed in charge of the Talking Machine Co.'s road men, and will personally call on the trade in Southern Michigan, Southern Wisconsin, Northern Illinois and Northern Indiana.

\* \* \* \*

C. L. Hibbard, manager of the Chicago branch of the commercial department of the National Phonograph Co., reports that sales of the Edison business phonograph are far beyond his expectations. A number of the largest concerns in the city have adopted the Edison dictation machine, and are enthusiastic over the results they are securing. Handsome quarters are occupied by Mr. Hubbard, and a large corps of assistants on the sixth floor of 304 Wabash avenue. Separate from the offices is a room devoted to the school of instruction, in charge of Miss Davis. Here a number of young women are being trained in the use of the business phonograph, and experienced operators can be furnished at a moment's notice. When the Edison machines are installed in a

# ALL IN AN ENVELOPE



This is the way your Records look when you receive them

**"If You Get Them from Us."**

As soon as received from the factory they are placed in an envelope and sealed. This seal is not broken until, in selling a customer, you break it.

**We Are the Only Victor Distributors in United States Who Do Not Retail.**

You might just as well be dealing with the Factory direct—the Goods reach you in the same condition.

**Over 100,000 Records Always in Stock.**

Give us your Fall business this year. Once gained we will hold it. Remember our big organization devotes its entire energy to filling the wants of *Dealers Only*.

Wherever you are in these United States, you may figure that freight on one order filled *completely* is less than on an original order and then on a back order.



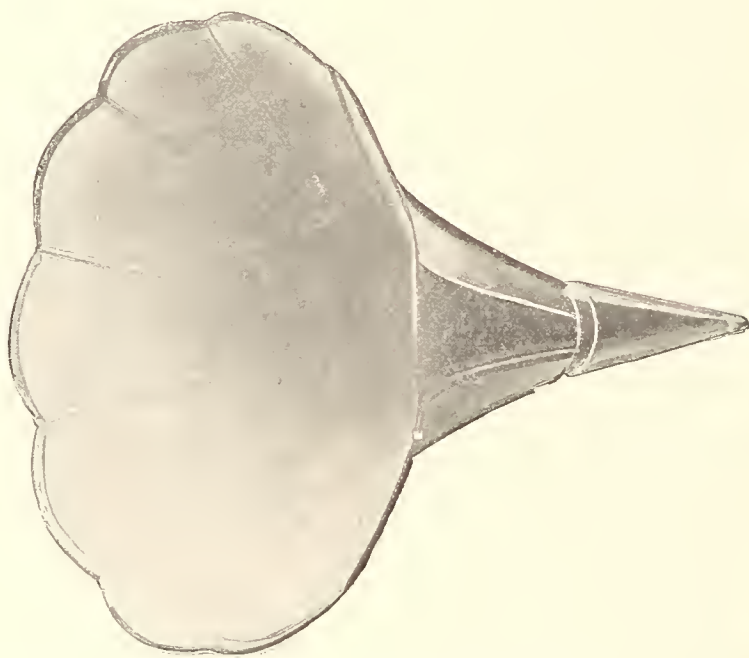
105-107-109 Madison Street,  
CHICAGO, ILL.



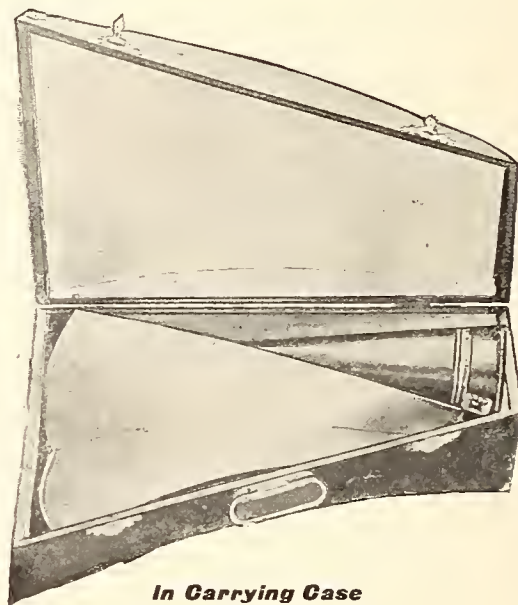
# The Problem Solved

***The Only Practical Collapsible  
Sheet Metal Flower Horn  
on the Market.***

***Made for Both Cylinder  
and Disc Taper Arm  
Machines.***



***READY for use inside of one minute***



***In Carrying Case***

We guarantee this horn in every respect as to its wearing and acoustic qualities. It is not necessary to explain its points of superiority over all other horns for Traveling, Camping, Yachting or convenience in general use.

***IT'S JUST WHAT THE PUBLIC  
ARE LOOKING FOR.***

Dealers will place their orders through their jobbers.  
For further particulars address

**THE NEW JERSEY SHEET METAL CO.**

**OFFICES AND FACTORIES**

9-11 Crawford Street

NEWARK, N. J., U. S. A.



house the stenographers in its employ are welcomed at the company's office, and, by spending their spare time there for a few days, become proficient in the use of the business phonograph. The school of instruction is equipped with all makes of talking machines.

Considering the fact that the Cable Co.'s talking machine department did not get under way until what is usually the dull season of the year was upon us, Mr. Harrison has every reason to be pleased with the showing he is making. Last week was the largest they have had, and besides a brisk record sale several high-priced outfits were sold. The new wholesale stock-rooms referred to last month are now all completed and stocked, and the department is decidedly busy. Talking machine departments are being rapidly established in the Cable Co.'s branch stores throughout the country, ten of them having already gone into the talker business.

The splendid new store of the Rudolph Wurlitzer Co. is getting an excellent summer's business, both in talking machines and automatic instruments. Wholesale business is reported as more than satisfactory.

Mr. Israel, who was buyer and manager of the talking machine and other departments at Hillman's department store up to three years ago, has returned to Chicago and assumed his old position.

A. J. Morrissey, city wholesale salesman for the Columbia Co., returned recently from his vacation spent in New York.

Mr. Faber, of the Healy Music Co., has returned from a three weeks' visit among relatives in Iowa, North Dakota and Minnesota. Incidentally he took a talker along and made a number of sales. He contemplates putting out a number of canvassers in Chicago and vicinity.

James H. Stuart, formerly in the mercantile agency business in Chicago, has gone to Toledo, Ohio, and has organized a company for the manufacture of an indestructible record. It is understood that he expects to commence its manufacture in about six weeks.

C. E. Goodwin, manager of the talking machine department at Lyon & Healy's, says that the record of their department this year has been a continual surprise to him. July, he declares, scored an increase of something like 80 per cent. over the corresponding period last year in total sales. Of course, the addition of the Edison line has had something to do with this, but the Victor business has been way ahead, both in wholesale and retail. For the summer months an astonishing number of the highest grade Victor outfits have been sold. The increase in the Edison wholesale business has compelled increased facilities, and a large space in the rear of the talking machine department on the fourth floor has been converted into an Edison stock room. All disc records are now enclosed in rice paper envelopes. Mr. Goodwin makes the point that any retail orders from towns where they are selling dealers are promptly referred to the latter. L. K. Cameron, who is in charge of the retail department on the fourth floor, has returned from his vacation spent in Colorado.

Albert Janpolski, whose oratorio records are very popular, was a visitor at Lyon & Healy's a week ago. The only trouble that Mr. Goodwin will own up to is a fear lest his force be seriously decreased by the wiles of Cupid. Several of his young lady assistants have returned from their vacations wearing engagement rings.

The Chicago Stand Co., 266 Wabash avenue, are having an excellent demand for their new horn support for Edison phonographs. The unique feature of this support is that it is invisible to one standing in front of the machine. It is adjustable to the different size horns, holding the largest size bell horn perfectly without tipping the machine. It is nickel-plated and folds into small compass, enabling it to be packed inside a Home machine case. It has been on the market for several months, and dealers who are handling it describe it as being one of the most practical and convenient devices of the kind on the market.

Henry B. Babson arrived in Chicago a few days ago and expects to make this city his home in

the future, to the delight of his many friends in the trade. Mr. Babson says he is not prepared to make any statement as to his plans at this time. He will spend a week of each month in the East looking after his interests there, but has not yet decided on what he will do here. It is reported in the trade that he will join his brothers in the firm of Babson Bros., who, as reported in this issue, are branching out largely in the jobbing business. When asked about it, he reiterated that he had made no plans as yet.

Frank Dillbahrner and C. H. Wyatt will engage in the manufacturers' agency business under the name of the Western Talking Machine & Supply Co., with offices at Suite 305, No. 185 Dearborn street. They are now completing arrangements for their lines, which will be announced later.

Charles E. Hunt, representative of C. W. Cole & Co., makers of the famous "3 in 1" oil, has placed the agency for this celebrated oil with Lyon & Healy, Jas. Lyons and the Cable Company.



THE DENHAM "CABINET."

## 2 MYSTERIES:

1. Why did a large number of well known dealers and jobbers sell more phonographs and records during the "dull" months of June and July than they sold during any preceding two months this year?

2. Why were more Denham phonographs sold by us in June and July than during any preceding two months this year?

Because our "selling schemes" have caught on, and every dealer and jobber who has tried one of them has made a success of it; and, by handling Denham phonographs (along the novel lines suggested by us), has enormously increased his sales of his regular lines of phonographs and records.

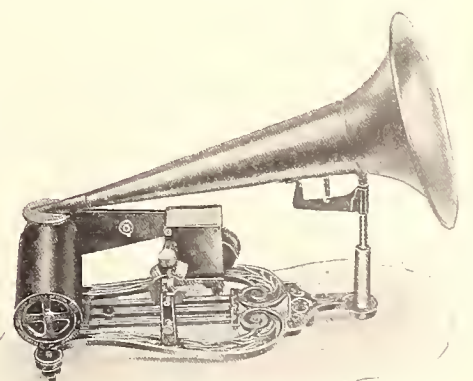
Our "selling schemes" violate none of the clauses of any of the price maintenance contracts, and are being worked with invariable success by many of the best known Edison, Columbia and Victor dealers and jobbers.

Write for particulars to-day if you wish to secure exclusive rights in your town.

**The Edwin A. Denham Co.,**

LONDON. BERLIN. NEW YORK.

31 Barclay Street, NEW YORK.



THE DENHAM "LYRA."



## Announcement

*We wish herewith to apologize to the trade for the many delays in filling orders for "Symphonic Needles."*

*At last, however, we are prepared to make shipments in any quantity at a day's notice, and feel assured that on receipt of same their superior qualities will eliminate any bad blood that may have arisen owing to delays.*

*Further information will be furnished on application. Liberal discounts to the trade.*

**The Symphonic Phone-Needle Co.,** 1907 Park Avenue, NEW YORK CITY.



# Quality Records

¶ QUALITY has been the keynote of our success. When this business was founded, it was with quality as a foundation stone, and we were determined that our product should be of such standard quality that it would win the approval of the trade strictly upon its merits.

¶ It has not been our policy to make vainglorious statements concerning ourselves, but we have rather preferred to let our records tell their own story of excellence.

¶ The growth of our business, which to-day occupies one of the largest plants in the world devoted to record making, is perhaps one of the strongest arguments which can put forth in favor of our records.

Write to-day  
relative to  
placing your  
orders for  
Fall business



More and still  
more selections.  
all A1 numbers  
by  
Best Artists.

¶ Jobbers who have placed sample orders with us have invariably repeated them, and it is conceded that the

## International 10-Inch Records

**Retailed at 40 cents are the Best in the World**

¶ We make liberal discounts to jobbers, so that our proposition is at once the best from a business standpoint.

¶ It offers better profits to the jobber, and it is a fact that people who have bought International Records clamor for them. They know of their excellence and will take no others.

¶ Another point to consider is our ability to fill orders promptly. We carry an enormous stock, and can always make prompt shipments.

## INTERNATIONAL RECORD COMPANY

40-46 Washington Street, Auburn, N. Y.



## BOSTONIANS JOURNEY TO NEW YORK BY AUTOMOBILE.

Four well-known, not to say very much alive, talking machine men of Boston, Mass., made the trip from that city to New York, to attend the Edison jobbers' entertainment, in an automobile, the group being shown in the accompanying picture. C. G. Andrews, of the Boston Cycle & Sundry Co., the owner of the car, is at the wheel, and Frank Boyd, of the Iver Johnson Sporting Goods Co., alongside in front. The rear seat is occupied by Dwight Andrews, of the Linscott Sporting Goods Co., and William Veal, of Read & Read. The party took it easy, having a most enjoyable time, using up three days going over, with stops by the way, and 14 hours to return, which is good time for a 14-horse-power car.



In view of the above facts, manufacturers of arcade fittings, slot machines with musical attachments, etc., would do well to investigate the possibility of covering that field.

## SELECTING FESTIVAL ARTISTS

For Musical Festival at Louisville—Artists Heard Through Medium of "Talkers."

(Special to The Talking Machine World.)

Louisville, Ky., Aug. 11, 1906.

When names of artists are suggested as possible attractions for the Louisville May Festival at the meeting of the incorporators, their work will be reproduced for inspection and consideration.

"Schumann-Heink would be a great feature," one incorporator may suggest.

A record will be slipped into place upon a phonograph of the most expensive type and the voice of the famous German matron will swell forth into almost actual reproduction. The promoters of the event, which is to mark the beginning of a new era in the musical circles of Louisville, will have a realistic forecast of its possibilities.

If some one mentions Damrosch another record will be put into service and the great symphony orchestra will be heard in one of its most famous successes. So it will be when others of the world-renowned musicians are suggested.

This unique feature has been planned by Andrew Broadus, who possesses the high-class talking machine which is said to be nearly perfect in its reproduction of the human voice and instrumental music. Many of the music-lovers of Louisville have heard it at Mr. Broadus' home and have been thrilled. He also had the instrument at the Board of Trade offices the other day. The concert, however, was not given for the benefit of the general public, and only the incorporators of the festival society were present.

In a church in Monroe, Me., a talking machine is used to lead the music.

## SLOT MACHINES UNKNOWN IN GREECE.

(Special to The Talking Machine World.)

Consul George Horton, writing from Athens, says: "Coin-operated or 'slot' machines are practically unknown in Greece, about the only examples of the kind being a few introduced by the Princess Sophia in the interests of the Society for Forest Preservation, of which she is honorary president. These machines are manufactured here and are clumsy things. They give out in return for a 20-centimes nickel a small paste-board card. The possessor of 100 cards receives a copper medal entitling him to honorary membership in the society. These machines are not very well patronized, as the inducement is remote and intangible. A slot machine that has

something attractive to offer should be a great success in this country. The Greeks do not chew gum, but they are, for example, inordinately fond of perfume. An agent who would come here with a good machine would be repaid for his trouble. It do not know whether anything could be done through correspondence or not, but names of parties who might possibly be interested are sent herewith. [The names can be obtained from the Bureau of Manufactures.] Coin-operated machines are not mentioned in the tariff lists, and it is therefore safe to assume that they would pay a duty of 20 per cent. ad valorem, besides octroi and port dues. The bill of lading, certified by the Greek consul of the place of origin, together with a letter from the seller or manufacturer, must be presented to the custom-house authorities."

## OUR SPECIALTY: General



## Supplies FOR ALL TALKING MACHINES

Best Horn Connection \$2.15 per 100, \$9.00 for 500, or \$17.50 per M.

Governer Balls for Gem—"S," "H," "T" and "C" Phono's, 60 cents per doz. or \$4.50 per 100.

NO BETTER MADE. LET US MAIL YOU SAMPLE?

THE EDISONIA COMPANY, Newark, N. J.

A. O. PETIT, President  
Established 1893 Incorporated 1899

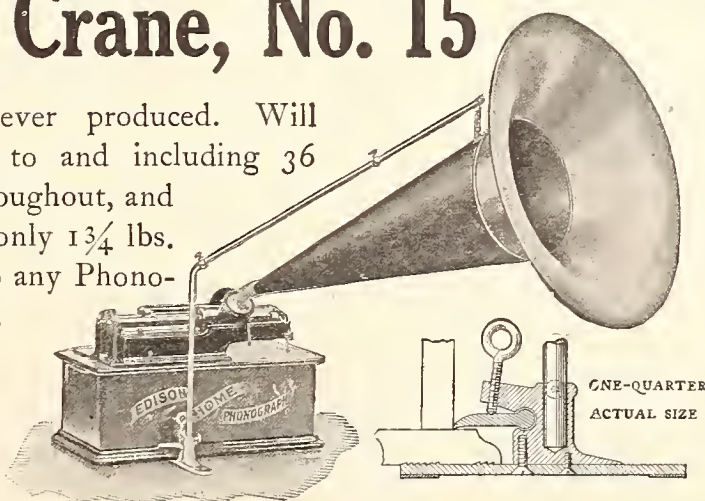
## Rapke Horn Crane, No. 15

**S**IMPLEST and best ever produced. Will support any horn up to and including 36 inches. Is nicked throughout, and fits into small space. Weighs only 13¼ lbs. Can be attached in an instant to any Phonograph without injury to cabinet.

**RAPKE HORN CRANE, No. 15**

PATENTS PENDING

PRICE, . . . \$1.50



## Mr. Dealer!

are you using the **RAPKE** Label and Tray System? If not, consult at once

## YOUR JOBBER

SAMPLES OF LABELS FREE.

As soon as you adopt this system, your profits increase. It costs you nothing to try.

If your jobber cannot supply you, write to

**VICTOR H. RAPKE, Mfr., 1661 Second Av., New York**





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**IMPORTANT.**—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.  
Cable Address: "Elhill," New York.

**NEW YORK, AUGUST 15, 1906.**

THE talking machine business has maintained a fair activity in this country during the summer months, and we may add that the summer trade in America is surprisingly good when compared with the European trade in the talking machine line. We have, during the past few months, visited the principal cities in the British Isles and on the Continent, and while the prospects for an early fall business are excellent, there is apparent an unmistakable stagnancy during the heated term. Whether this is due to the fact that Europeans live largely out of doors during the summer, and care little for inside attractions, is a matter which might be open to argument. But the main fact remains, that the talking machine trade in Europe is extremely quiescent during the summer.

ANOTHER point which is apparent to those who have studied the trade situation in Europe is that price cutting is indulged in there to a greater extent than here in our own country. Price cutting has a tendency to disturb settled conditions, and in the end it has the effect of demoralizing trade conditions and reducing profits to a point where they are hardly discoverable. A great many have complained to us bitterly about the cutting of prices which prevails in most of the large cities in Europe. It certainly injures business, and there is need of a good organization to solidify the talking machine interests in Europe. It must be admitted, too, that retail business is not conducted along as pleasing lines in Europe as in this country.

THERE are great talking machine interests abroad which are controlled by American corporations, and are fairly represented in all of the principal cities over the sea, and the managers of these branches will indorse the statement that they are confronted by many perplexing conditions which render the conducting of

business not at all times pleasing. As a matter of fact, the price cutters are in evidence in almost all of the large cities, and their attitude has a tendency to make the position of the merchant and manufacturer who believes in fixed prices at times harassing. The talking machine interests abroad, however, are important. One realizes this when visiting the beautiful business emporiums in London, Edinburgh, Brussels, Antwerp, Berlin, Dresden, Milan, Paris and other cities throughout Europe. Not only are there a large number of business houses in the great trade centers, but these places are superbly fitted up, and occupy splendid points of vantage on the principal streets of the various cities. It cannot be denied that the talking machine is largely in evidence in Europe.

LONDON is not only the center of important manufacturing interests in the talking machine line, but it is a point from which enormous wholesale and retail sales are made. Recognizing the importance of this great commercial metropolis, we have opened an office in that city, and have placed in charge of our interests there Mr. W. Lionel Sturdy, who has been connected for a long time with the talking machine trade in a journalistic capacity, and therefore brings to bear an intimate knowledge of trade conditions. He will devote his entire time to our interests. The extent and completeness of our foreign reports in this number will furnish an index as to the manner in which we propose to deal with the talking machine interests abroad.

IT has been surprising and gratifying to us to learn the position which The Talking Machine World has won in European trade circles, where The World is conceded to be the leading paper of its kind. The leading members of the trade have been most profuse in their compliments, and have shown their faith in our enterprise by aiding us in various ways in making the paper stronger in European trade circles. The editor of The World takes this opportunity to express thanks to the talking machine trade for the many courtesies extended him by members of the craft in the various cities which he visited in his recent European tour. The encouragement which we have received justifies us in placing added energy upon this newspaper enterprise, and by larger outlay strive to make it in every way a stronger aid in extending the legitimate interests of the talking machine industry, not only in America, but in all parts of the world. It may be truthfully said that there is no country on earth where this publication is not read with interest.

A WELL-KNOWN European manager, who directs vast talking machine interests, remarked to The World that he felt confident that should the European dealers place the same energy as Americans did upon their business during the summer, that they would receive equally as good returns as the American talking machine dealers. He stated that he studied the policy of some of the more progressive European dealers, and he had noticed that in almost every instance where they had exhibited push and energy in conducting their affairs that they invariably secured excellent results. He said that the value of advertising was hardly appreciated in many of the smaller points throughout Europe, and as a result business was permitted to drift along through the summer in an indifferent manner. All

this could be remedied by the exhibition of determination on the part of the dealers to use printers' ink liberally during the summer months.

THE gathering of the Edison jobbers in this city last month was in many respects the most notable trade event which has ever occurred in this industry, there never having been before a gathering at which such a number of prominent members of the talking machine trade were present. The affair was admirably managed by the Edison people, and the visiting talking machine men were thoroughly enthused over their reception. The Edison people spared neither pains nor expense to make the tarry of their friends as pleasant and as agreeable as possible in every way. The story of this famous trade gathering is fully covered in another part of The World.

REPORTS from various trade centers throughout America indicate an unusually enthusiastic feeling on the part of jobbers and retailers. Everything points now to the biggest fall trade in the history of the industry, and it is the wise business man who prepares for business well in advance. It takes a good while to get stock in shape, and it does not pay to wait until the rush is on before ordering stock and getting ready for the fall trade. It is good business to be prepared before the rush comes, and it does not require such an exhaustion of nervous energy to keep things up to the high-water mark. There is no reason why orders should be delayed until the last moment, and the man who has his stock in in good season is prepared to meet the incoming business wave.

## RECORD MAKERS TO PAY FOR RIGHTS.

**Italian Courts Decide in Favor of Publishers and Singers—No Work Can be Reproduced Without Consent—Past Infringers to Pay Damages—An Important Decision.**

(Special to The Talking Machine World.)  
Milan, Italy, August 1, 1906.

Yesterday, in the High Courts here, an opinion was handed down in the case brought by the Society of Italian Authors and Composers, with which local and French publishers joined, involving the status of talking machine records toward the copyright statute. The decision is extremely interesting, in which the court holds that during the life of the first period of copyright, namely, forty years, no musical composition, in whole or part, or any selection from the work, can be reproduced on a record without the written consent or permission of the copyright owner. After the forty years have expired the record makers using any copyright music must pay royalty, the amount to be fixed by the court. What is still of more importance, the decision finds past infringers of the act guilty, and assesses upon them punitive damages and the cost of the action. The victors get the spoils in this case, and payments of no small amounts are awarded Sonzogno, Leoncavallo, Tosti, Ricordi, Mascagni, Gilea, Giordano and over two score other musicians, writers and publishers who are copyright owners.

## HENRY B. BABSON'S PLANS.

**To Resign as President of the Universal Talking Machine Mfg. Co. on January 1, 1907.**

The World's Chicago correspondent reports that Henry B. Babson will again enter the talking machine field in that city, and therefore his Eastern connections will be severed.

When this information was brought to the attention of John MacNabb, president and general manager of the company, he confirmed the news, but said Mr. Babson would continue as the nominal chief executive until January 1, 1907.



## TRADE CONDITIONS IN BOSTON.

How a Store May Lose Good Customers, and How Others May Gain Them—Changes in Winchell Store—Osgood's Good Report—Victor Machine for China—Many Visitors to and from City.

(Special to The Talking Machine World.)

Boston, Mass., August 10, 1906.

An incident occurred in a certain talking machine store here recently which may be worth recording here, as an instance of how one store may throw away good customers and good money and another store obtain them by decent methods and gentlemanly treatment. A gentleman entered the first store and told the clerk that he had bought a dozen records there the day previously, and one of them was cracked when he opened the bundle. He showed the clerk the sales slip and asked him to exchange the imperfect record for a perfect one. The clerk refused, was surly to the man, talked brusquely and said: "Oh, now, you broke it after you got it home; it wasn't broken here" etc. His manner was so ungentlemanly that the customer threw the broken record upon the floor, tore up the sales slip and left the store with blood in his eye.

The World man happened to know him. He walked down to another store, not in the same section of the city, and asked to see some records. Before he left he had bought \$52 worth of talking machine goods, including one large machine, and said that he did so because he had been "treated right" by the clerk in the second store.

In another store, where they have little rooms for the display of the records, it is the custom of the clerks to put the customer in a chair, start a record on the machine, and then rush out of the room to talk with some friend or lean against the counter, watching the pretty girls pass by. When the record is run off, he rushes back into the room, snaps out, "How'd you like it?" puts on another record and rushes out again.

Customers don't like this sort of business. They want to have some attention paid to them, and The World man knows of one man who declares that he will never go into this particular store again, because they don't pay any attention to him.

Every store has its faults; but it is a good plan to know what a few of them are, sometimes, so that they can be corrected.

Changes are being made in the interior of the Winchell Co.'s store on Sumner street. The talking machine counter is being enlarged, the sheet music being placed upon the other side of the room, and a lot of fine cabinets will soon be put in position. The Winchell Co. is making a specialty of the Zonophones just now, and is doing a rushing business. Four different orders have been sent in inside of a month, and even now the stock is low. The window display is particularly attractive.

Mr. Mattison, of the National Phonograph Co., was here this week, also Silas E. Pearsall, of the Stanley & Pearsall Co., New York City. He called at the Eastern Talking Machine Co. on his way to Maine for a vacation.

Manager E. F. Taft, of the Eastern Talking Machine Co., has gone to Touisit, R. I., for a month's vacation with his wife and family. W. J. Fitzgerald, of the Eastern Talking Machine Co., is also away on his vacation, touring New England.

H. A. Winkelman, manager of Oliver Ditson Co.'s department, has returned, brown as a berry. He says the fish didn't bite well. The new Victor second machine is being featured by the Ditson Co. with great results. Enlargement of this department will have to be made soon.

C. G. Andrews, manager of the Boston Cycle Exchange, left this week on his automobile for a vacation in New York State. Business at this house is booming, especially on Searchlight horns.

An interesting order for Victor records and a fine Victor outfit was shipped by the Eastern

Talking Machine Co. this week to American Consul John C. Phillips, at Pekin, China.

At C. E. Osgood's the talking machine department has more than made good. "It was started eighteen months ago," said Manager H. L. Royer to The World, "and was given three months to live. We turned our stock in four months, and now, after enlarging twice, we haven't room enough." Mr. Royer handles the Edison and the Victor machines and records.

## NEW BRITISH LAW EXEMPTS RECORDS.

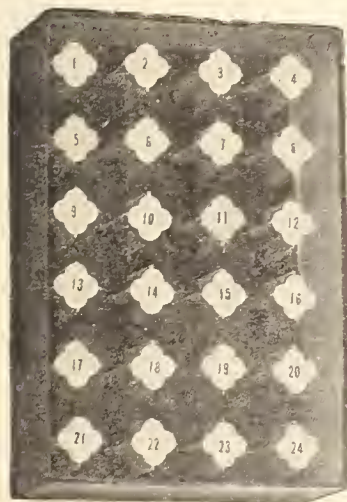
As may be noted in the new British Musical Copyright act, passed by Parliament August 3, talking machine records are exempt from its provision. Section 3 says: "The expression 'Pirated Copies' and 'Plates' shall not, for the purpose of this act, be deemed to include \* \* \* records used for the reproduction of sound waves, or the matrices and other appliances by which such rolls or records are made." The law is now in effect.

## PHILLIPS &amp; CREW CO. OPEN SCHOOL.

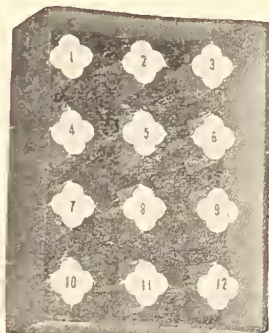
The Phillips & Crew Co., of Atlanta, have fitted up a handsome schoolroom in their establishment, where Spanish, German and French will be taught by means of talking machines. A competent director has been engaged to take charge of the school, and the success of the venture will be watched with interest by all those interested in the development of the "talker" industry.

Saturday last Chas. V. Henkel, president and general manager of the Douglas Phonograph Co., accompanied by Mrs. Henkel, left New York for Detroit, Mich., where he attended the meeting of the Central States Talking Machine Jobbers' Association on Tuesday, the 14th. The sessions were held at the Hotel Cadillac. Mr. Henkel went as the delegate from the Eastern Talking Machine Jobbers' Association.

## LYNN CARRYING CASES AND PEG BOXES

The "Lynn" Record Holder  
FITS THE RECORD

No. 66.



No. 6.

Made of heavy paper board and covered in imitation of black leather. They are strong and compact, with each standard bearing a boldly printed number, which corresponds with index on front of box. The constantly increasing demand for which testifies to their popularity with the trade.

1 dozen size, No. 6; 2 dozen size, No. 66. With felt cushion and each wrapped in manila paper. 1 dozen size, No. B; 2 dozen size, No. BB. Similar to No. 6 and No. 66, but without felt or wrapper.

OUR PATENTED  
STANDARD

permits placing a greater number of records in a given space, with less liability of breakage than any other method.

Write for Quotations

If you want the Best  
YOU WANT THE "LYNN"

CASES.

2 dozen, 4x6; 3 dozen, 6x6; 3 dozen, 4x9; 4 dozen, 6x8; 6 dozen double, 6x6; 6 dozen double, 4x9.

MANUFACTURED BY

BOSTON CYCLE & SUNDRY COMPANY

J. M. LINSKOTT, Manager

48 Hanover Street, BOSTON, MASS.



### FROM HERE AND THERE.

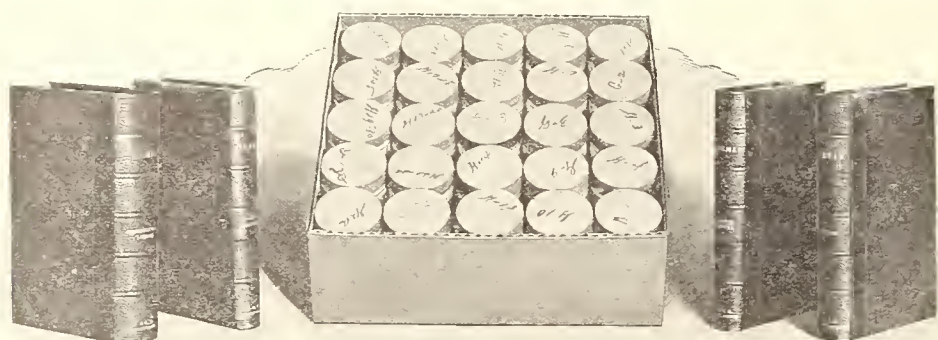
Max Landy, of the Land-o-phone Co., New York, who has been abroad for five or six weeks, is expected to arrive home to-day (15th) on the "Barbarossa," of the North German Lloyd line, sailing from Plymouth, England.

The Palace Phonograph Co., 309 Springfield avenue, Newark, N. J., J. M. Chepot, manager, handles the Edison, Victor, Zonophone, Columbia and the American Record Co.'s lines.

C. H. Hopper, of the D. S. Johnston Co., Seattle and Tacoma, Wash., who has been East for a

couple of weeks with Mrs. Hopper, left New York for the far West Saturday, the 11th. The company are said to do the largest jobbing business in the State. Mr. Hopper stopped at Chicago, St. Louis, Denver and several other cities en route home.

Victor H. Rapke's business in horn cranes and his record labeling system is taking on large proportions. During the past few weeks he has added a number of the largest jobbing houses to his list. Mr. Rapke, an inventor of no mean attainments, has a few new things up his sleeve which will be forthcoming before long.



## Sell Them I. C. S. Records and Textbooks

You have many former customers who stopped purchasing records, either because they became tired of their phonograph, or because they found it too expensive an amusement. It would be worth a great deal to you to have these customers become purchasers again, wouldn't it? You may readily accomplish this by selling them I. C. S. records and textbooks. Those who have become tired of their phonographs as a fad, will be only too glad to turn their machines to some profitable account, and those who find it too expensive to buy amusement records, may be easily convinced that it is for their benefit to purchase this outfit, learn a language, and secure one of the fine paying positions as a translator or correspondent for some importing or exporting house.

### I.C.S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH

The I. C. S. Language System has been approved by the highest educational authorities in the land, and by the French, German, and Spanish embassies. The pronunciation is guaranteed to be absolutely correct.

You are thus selling an article of real merit that will be of real benefit to the purchasers and of real profit to you, as has been proved by the experience of dealers who have tried it. Will YOU write to-day for full particulars?

### International Correspondence Schools

Box 918 SCRANTON, PA.



## THE MELLO-TONE

Makes a Musical Instrument  
out of a Talking Machine.

The addition of the Mello-Tone perfects the Disc Talking Machine and makes it an enjoyable Musical Instrument for the home and parlor.

With the use of regular Victor Needles and the Mello-Tone everything that is on a record is brought out clear and distinct, though in soft mellow tones that are simply perfect. The Mello-Tone is easily attached or removed. Nothing to get out of order and will last as long as the machine does.

For the Victor and Zon-o-phone Machines only.

FOR SALE BY ALL LEADING JOBBERS

RETAIL PRICE \$1.50 EACH

MELO-TONE COMPANY, 40 Harrison Ave., SPRINGFIELD, MASS

## The Imperial Record

which, as everybody knows, is the best made,

is now retailed at

**Sixty Cents**

## Business Opportunities

### GOOD OPPORTUNITY FOR TRADE IN GREAT BRITAIN

London firm is in a position to introduce American talking machine specialties and novelties of all kinds to the English trade. A thoroughly reliable and well connected concern. Address "English Factor," care The Talking Machine World, 1 Madison Avenue, New York.

### MANAGER WANTED

One thoroughly familiar with the Edison line and capable of managing a jobbing branch; only wide-awake hustler possessing executive ability and a willingness to work wanted; must have best of references; state particulars, salary expected. Address "Jobber," care Talking Machine World, 1 Madison Avenue, New York.

### CAPITAL WANTED

Capital wanted for manufacturing the latest and best talking machine. Strictest investigation will be made as well as invited. Address "Investment" care of Talking Machine World, No. 1 Madison Avenue, New York City.

### CHANCE FOR LONDON AGENCIES

Gentleman having large city offices, show-rooms and warehouses, good connections among wholesale buyers, desires London agencies. "British Trade Opportunity," care Talking Machine World, 1 Madison Avenue, New York.

### SALESMEN WANTED

Experienced men with thorough knowledge of player-pianos, men familiar with coin-operated musical instruments preferred. Splendid opportunity for hustlers. Apply, by letter only, stating age, experience, and salary required. The Regina Company, Rahway, New Jersey.

### REPAIRMAN WANTS POSITION

An expert repairman, with thorough knowledge of talking machines, wants a position, or will buy an interest in an established talking machine business, combining knowledge with capital to develop new ideas. Address "Expert," care The Talking Machine World, 1 Madison Avenue, New York City.

### POSITION WANTED

Wanted; Position to erect Pressing Plant for Disk Records and to take charge.

Address "Experience,"

Care Talking Machine World,  
1 Madison Avenue, New York.

### MANAGER WANTED

A bright, energetic man to manage Talking Machine Department in a large department store in New England. Must be capable to manage wholesale and retail talking machine business. Only one with executive ability and who can adapt himself to details need apply. Permanent position and good salary. Must furnish reference. All communications strictly confidential. Address "Box 44," Talking Machine World, 1 Madison Avenue, New York.

## STEWART

You can handle  
banjos easily  
and add to your  
income. Talk-  
ing machine men will find them big sellers.



THE BAUER CO., 1410 North Sixth Street, Philadelphia, Pa.

## "Phonographische Industrie"

GERMAN TALKING  
MACHINE MONTHLY

Ask for a free sample copy

Charles Robinson  
Editor and Prop.

Berlin = = = Germany  
Breite Strass 5



## TIMELY TALKS ON TIMELY TOPICS.

A new Victor machine, to be ready in October, is an addition to that popular line which is becoming stronger and better right along. Perhaps this comment is unnecessary, considering the aims and purposes of this great company, whose policy is not to stand still, but to forge ahead, improving their product in keeping with the rapid march of events, succeeding each other with almost bewildering rapidity, in the advancement toward perfection of the talking machine.

The fall season is now practically on in the primary market, manufacturers being urged with hurry-up calls for goods. On this point, C. H. Wilson, general sales manager of the National Phonograph Co., expressed himself in the following emphatic manner: "The fall trade has opened, and we believe the greatest season we have ever had is before us. And in this I also include every manufacturer. As to the probability of a congestion this fall, yes. By October I am free to say the call for goods will again create that condition known as being 'all balled up.' Notwithstanding the increase of our working force in every department, and the expansion of our plant, by that time we will be again allotting goods to the best advantage of all concerned. In other words, we will be congested, and the trade, therefore, should not wait until goods must actually enter into consumption before placing orders. If they do, possibly they may remember what happened this spring."

A decision rendered by a high court at Milan, Italy, and the enactment of a new copyright law by the British Parliament, will interest record manufacturers and the trade at large. Under the first named judicial decree the use of musical works is prohibited for a period of forty years without the permission of the writer or owner,

and thenceforward a royalty is to be paid, to be fixed by the court. The amount of damages assessed for past violations was heavy. The British act, for which composers, authors and publishers have been striving for seven years, exempts talking machine records in its operation. It is possible, however, that an effort will be made before long to amend the law so as to make the record makers liable for using copyright music without paying for the privilege. At least this is the line of talk now being indulged in by the jubilant English publishers.

Yesterday, the 14th, the Central States Talking Machine Jobbers' Association, were in session at Detroit, Mich. As The World had practically gone to press before the tenor of the meeting could be reported and published, it must necessarily be reserved for a subsequent issue. It is safe to assume, however, that this wide-awake body of men discussed trade matters of live interest, and handled them in the business-like manner for which they have acquired a high reputation. The Central States members are inclined to criticize the methods followed by the Eastern Talking Machine Jobbers' Association, and none too gently at that. Not a few prominent jobbers west of the Alleghanies did not hesitate to say that the opposition to the organization of a national association was based on the apparent ineffectiveness of the Eastern body, hence the advocacy and adoption of the resolution to encourage the formation and strengthening of the local associations with closer affiliations, leaving the future to develop the advisability of nationalizing the movement.

Considerable space has been surrendered in this issue of The World to adequately describe and depict the entertainment of the Edison jobbers of the National Phonograph Co., July 17-20.

The occasion was unique, its management wonderful, and the company's guests delighted. The story gives the details.

Now and again correspondents of the daily press indulge their spleen against the "rasping, harsh and objectionably noisy" talking machine. One writer follows another for several days, when the clamor ceases. To be sure, the complainants may be compelled to listen to some cheap, poorly constructed contrivance and "dub" records, and in that event their condemnation may be justified. Were these "kickers" to hear the strains of the high grade records as reproduced on the accurately adjusted machines of the leading manufacturers they would certainly alter their harsh opinions to peans of praise.

Several changes in the official staff of a prominent talking machine manufactory are making the "wise bunch" sit up and take notice. Chicago is to be the field of active operations of possibly a new plant, with some of the best men in the business at the head.

L. Kohn, of Seattle, Wash., writes The World as follows: "It affords me great pleasure to compliment you upon the good work you are doing with your publication among those interested in talking machines, placing them in touch with all that is new and improved in that line. Among my friends I am called the talking machine crank and among some of the dealers, too, for I expect the very best results from these machines. From the old Berliner gramophone, purchased ten or twelve years ago, as the best machine made then, I had good opportunity to watch the evolution of these machines. I have 30 or 40 six-inch discs yet, with the title scratched thereon, such as they were issued then. It seems to me that the enterprising manufacturers would confer a great favor upon the talking machine enthusiasts if they would favor the public with good quartettes, quintettes or sextettes, of choruses from standard operas like the ensembles of "Martha," "Rigoletto," "Faust," "Laura," etc. The public

**WE** have been in the talking machine business for many years and we have studied the business from the standpoint of the dealer.

We know his needs and know how to cater to them.

We are

and

**VICTOR  
EDISON**

Jobbers and carry a tremendous stock of machines and records. We can fill orders promptly. The dealer who orders from us will have his stock quickly.

Rapid execution of orders a specialty. Test our ability and our resources.

**MUSICAL ECHO COMPANY**

1217 Chestnut Street, PHILADELPHIA, PA.

UNDER MANAGEMENT

HENRY E. MARSCHALK

LOUIS JAY GERSON



and the patrons will certainly gladly meet the advanced prices. Outside of the anvil chorus and the soldiers' chorus (of "Trovatore" and "Faust"), I know of no others at the present writing. The only sextette that I know of at present is the one of "Florodora." Of course, these remarks refer to vocal selections only, while we have a profusion of instrumental publications.

The field of the talking machine usefulness has extended to the sick room through the ingenuity of a Canadian physician, and it is said to aid materially in the recovery of the patient. An alarm clock is set to awaken the invalid at a given time, which instead of ringing a bell lights a small electric lamp and starts the motor of a phonograph, operated by a three-cell dry battery. The record delivers a message arranged by the physician the night before, and is of a cheerful nature. The idea of the scheme is that the first impression received upon awaking remains clearly before the mind all day, and where it is of pleasant nature tends to reduce the excitement often evinced by a patient, as a sick person is especially susceptible to such impressions. This is certainly a happy idea.

Within the last three years the talking machine trade in Milan, Italy, has assumed very satisfying proportions. About 250 machines are imported monthly, valued at approximately 150,000 lire, or, say, \$30,000. In addition to the above goods some 10,000 to 15,000 records are imported each month, valued at from 40,000 to 5,000 lire. The cylinder machine is much more popular than the disc variety.

In a decision by I. F. Fischer, the Board of United States General Appraisers overruled July 31 a claim filed by Marshall Field & Co., of Chicago, it being held that phonographs are not toys, and therefore cannot be given the benefit of the 35 per cent. duty accruing under the toy schedule of the Dingley tariff law. The Collector's action in returning the phonographs as manufactures of metal at the rate of 45 per cent. is affirmed.

The Brooklyn Chapter of the American Institute of Architects took their annual outing up the Hudson on July 7, and as the ocean-going tug which conveyed the party was not large enough to accommodate a band in addition, the services of Hayward Cleveland, manager of the retail department of the Columbia Phonograph Co., at 872 Broadway, New York, were in demand. With the assistance of a B. I. Graphophone, he entertained the party with all varieties of music on their sail, and at the landing at West Point gathered a large crowd of the soldiers and residents to listen to his concert. Members of the party said the carrying power of the machine was simply wonderful, as they could hear it clearly when they were up on the parade ground.

Hitherto the coming of summer has been looked on with something akin to fear by the talking machine dealer. The year of 1906, however, has brought with it a change for the better. The cause is self-evident. The big companies are learning the importance of publicity, not the commonplace announcement, but by advertisements which force themselves upon the attention of the public. It seems strange that the men who have charge of the publicity departments of large corporations and who are without a doubt are clever and experts in their line, should have taken so long to comprehend the requirements of the summer season; in fact, it has been laid before them in trade paper editorials for many seasons that there is no time in the year when advertising is perused more carefully than in the summer. The talking machine dealer has more time to peruse his trade journals and make notes regarding the lines he desires to handle or changes to be made. The same is true of the average reader, who devotes closer attention to the advertising columns of

various publications, reading their contents from cover to cover.

We do not wish to make light of the enterprise of the advertising managers, and understand the obstacles they meet with when broaching the subject of an increase in expenditure for publicity. Some of the large companies have adopted the methods suggested, and the results have been increased prosperity in every case. Retail dealers have awakened to the possibilities of big business among vacationists, and in turn have pursued like methods by using well-written publicity in the daily papers and attractive window displays.

#### MOTHER GOOSE RECORDS FOR CHILDREN.

The Victor Talking Machine Co. have issued to the trade this month a special series of Mother Goose records for children, with excellent imitations of the various animal characters occurring in the rhymes. A Punch and Judy record has also been issued to amuse the children.

#### A PROGRESSIVE INSTITUTION.

The Musical Echo Co., of Philadelphia, have recently been appointed Edison jobbers, and have placed an order for several hundred machines and several thousand records. In the meantime, as Victor distributors, they are carrying a tremendous stock of goods. They are in a position to fill orders promptly. This business is under the personal supervision of Henry E. Marschalk and Louis Jay Gerson, talking machine men of marked ability and an experience covering many years.

T. J. Murray, who has already made his name famous as a salesman of the product of the Columbia Graphophone Co., of 90 West Broadway, left the early part of the week for an extended tour through the Southwest and Mexico. It is his intention to make the name "Columbia" a household word in that country.

A number of new things are coming through the factory of the Columbia Phonograph Co., general, and are set down for early announcement.

## An Extension

### FOR RECORD RACK NO. 123



The cut herewith illustrates a section of a new extension, which is to be used in connection with our No. 123 Cylinder Record Rack. The object of the extension is to provide a means for naming the records as well as numbering them.

Rapke Name Labels may be attached to this extension, fastened by O. K. Fasteners so that customers may select records from the racks by the name instead of looking through the catalogue in the effort to find individual records.

You will find that this method stimulates buying and saves the time of clerks and customers.

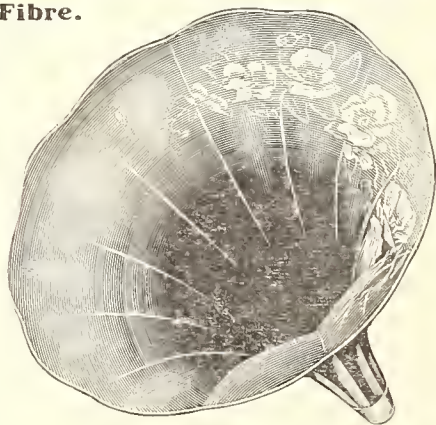
The No. 123 Rack ('Heise System') with this extension, capacity 500 records, will be sold for \$15.00. This price does not include labels or fasteners.

Usual Discount to Jobbers.

Send for Complete Catalog

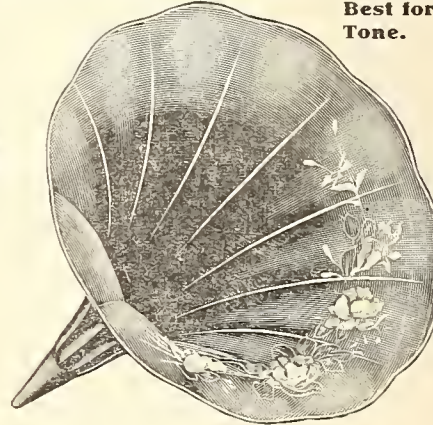
## Syracuse Wire Works SYRACUSE, N. Y.

Fibre.



The  
Decorated  
Flower  
"Mega."

Best for  
Tone.



### A Distinctive Product for a Discriminating Trade.

Designation.	Length.	Bell.	Colors.	Studies.
Junior Flower Decorated.....	26 in.	16½ in.	Deep Carmine:	Spray of poppies.
Senior Flower Decorated.....	32 in.	23 in.	Deep Royal Blue:	Spray of roses.
			Deep Violet:	Spray of pansies.
Senior Victor Flower Decorated	26½ in.	23 in.	Ivory Black:	Spray of chrysanthemums
			(Black in Senior types only.)	
Gold neck, gold edge, gold stripes.			Rich permanent colors. Oven baked, glaze finish.	

## The Handsomest Horn on the Market To-day.

Exquisite Hand-Painted Flower Studies.

Each Horn a Perfect Picture.

A Product Made to Please the Critic.

E. A. & A. G. SCHOETTEL, Makers, Broad St., Maspeth, Queens Co., N.Y.



**FROWNS ON NATIONAL BODY.**

**Talking Machine Jobbers After Organizing Temporarily in New York Decide Against Forming a National Jobbers' Association—Mr. Dolbeer's Remarks.**

Friday, July 20, at 10 a. m., about 150 of the Edison jobbers, guests of the National Phonograph Co. at the week's entertainment, assembled in the Myrtle Room of the Waldorf-Astoria Hotel, New York, to discuss the advisability of forming a national talking machine jobbers' association. Geo. Ilsen, of Ilsen & Co., Cincinnati, Ohio, was elected temporary chairman, and A. C. Jones, Savannah and Waycross, Ga., secretary. Earnest talks on the subject, pro and con, were made by James Fintze, of Ball-Fintze Co., Newark, Ohio, who created something of a sensation by making a savage attack on the Eastern Jobbers' Talking Machine Association, which was replied to in defense by Sol. Bloom and J. Newcomb Blackman, of New York; Perry B. Whitsit, of P. B. Whitsit & Co., Columbus, Ohio; A. S. Petit, of the Edison Co., Newark, N. J.; J. F. Bowers, of Lyon & Healy, Chicago, and the chairman also spoke in elucidation of various trade topics. F. K. Dolbeer, chief of the credit department of the National Phonograph Co., being requested to address the meeting, said in part:

"Gentlemen, it is a pleasure to be asked to address you, but I must not be looked upon as an expert, as I have only been with the National Phonograph Co. seven years. In that time I have endeavored to formulate a system of credits that is actually protective. You know the keynote of a successful business is carefully guarded credits, tempered with wisdom. In other words, we are in the position of having a product obtainable nowhere else, and therefore we can, in a measure, not exactly dictate, but suggest our own terms. Now, then, to make your associations successful you must have a full exchange of ledger information. Free and above-board. Frankness in this respect is the govern-

ing principle, and unless this rule is adopted and carried out in sincerity the purpose of a jobbers' organization falls to the ground. Possibly some of you may have thought me harsh in my correspondence on the subject of credits, but these expressions will sometimes become necessary. The evil of the trade is dead-beatism, and when this is eliminated by an exchange of ledger information then you will succeed. Otherwise not. I thank you for your kind attention."

Mr. Bowers, who assumed the chair after the retirement of Mr. Ilsen, asked for further discussion, and then put the question of forming a national association to a vote, it being decided in the negative. The opinion was that new territorial or local associations should be formed which should affiliate with each other, and in this manner the object of associated effort would be accomplished. Previous to adjournment a set of resolutions thanking the National Phonograph Co. for their munificent entertainment was adopted by acclamation. They appear in the account of the banquet elsewhere in this issue.

**TALKING MACHINE IN CHURCH.**

**Being Used to Do the Singing at the Prayer Meetings.**

In telling a new use that the talking machine is being put to in his community, the Wallkill correspondent of the Walden Citizen says: "What a wonderful aptitude Americans have for labor-saving expedients! New developments in this direction are continually unfolding. Soon we shall live and move and have our being and maybe save our souls by machinery. It is stated that already the talking machine is being used to do the singing at the Thursday evening prayer meeting. A fine idea. Why not let it do the praying, too? Such an arrangement would save a great deal of trouble. Set up the machine in the chapel, let the sexton, who is paid for it, be there to change the registers and put in hymns and prayers and the whole business of worship

would be done. The church members need not bother at all; they could stay at home or spend these hot summer evenings in the ice cream parlor while over in the sanctuary the machine would be lifting up its voice in praise and prayer."

**EFFECTIVE WINDOW DISPLAY.**

**Manager Long of the Columbia Branch in St. Paul Understands the Drawing Power of a Cleverly Arranged Window.**

Manager Long, of the Columbia Phonograph Co.'s St. Paul branch, is a genius in window decoration, and he recently made a bid for trade from prospective campers through the aid of a window display as follows: In one end of the window he had an ordinary camping tent tacked to the wall, so as to show the entrance. The bottom of the window was covered with about three inches of white sand. In front of the tent, running parallel with the window, was a bench, consisting of two ordinary boxes, with a board laid across them, on which a B1 graphophone and a supply of disc records were carelessly disposed. In the front corner of the window there was a camp fire, built with three forked sticks, from which hung a large iron kettle with burnt wood and ashes beneath it. Under these was a 16-candle incandescent globe, which served to impart the appearance of a live smouldering fire. The front of the tent was ornamented with a picture of Columbia, and on the window was the legend, "Camp Columbia." On the bench a half sheet sign informed the observer that "half the pleasure of camping out is lost if you are without a graphophone."

The entire arrangement was in harmony and told the story in a way that had the desired effect. Mr. Long is to be congratulated upon his originality. The talking machine as a medium for entertainment in camp, on the water and in the country home is unsurpassed, and the fact is being generally realized.

## DEALERS ARE PUSHING **PETMECKY MULTI-TONE NEEDLES**

because they are more profitable than the ordinary kinds and because they have a *Character*.

**LOUD AND SOFT TONES WITH THE SAME NEEDLE.**

They improve the tone quality and increase the sale of disc machines and records. They make old scratchy records smooth and musical.

A prominent dealer writes: "We have tested the Petmecky needle in the presence of a number of our customers. They all pronounce them the real thing. We believe you have solved the needle question."

Another dealer writes: "The Petmecky needles ought to retail at 25c. per hundred instead of 15c. My customers like them so well they will take no other and would pay 25c. just as willingly as they are paying 15c."

Samples and interesting particulars free if you write for them.

A few good lively jobbers can get interesting proposition by writing us.

## **THE PETMECKY CO., AUSTIN, TEXAS.**



**A SEARCHLIGHT HORN STATEMENT.**

Will Have Facilities by the Early Fall for Forty Thousand Horns Per Month.

The Searchlight Horn Co., 753 Lexington avenue, Brooklyn, make an announcement in another section of this publication, which furnishes an undisputable evidence of the marvelous progress made by this concern. They state that on October 1 their manufacturing facilities will be enlarged, so that they will be able to produce 40,000 horns per month—surely an astonishing number when we consider the short time since the Searchlight product was launched upon the market. Some of the largest jobbers in the country have arranged to handle the horns made by this concern, and from present indications it would seem as if the Searchlight horn business would be decidedly brisk during the early fall and winter.

**INJUNCTION DENIED**

Against National Phonograph Co.—The Attitude of the Company Defined.

On June 30 Judge Keogh, of the Supreme Court of New York, second department, denied the application of the New York Phonograph Co. for a preliminary injunction to restrain jobbers and dealers in New York State from handling Edison goods, pending the trial of the case on its merits. The National Phonograph Co. defended the suit. This is the last move in this long drawn-out litigation, various decisions being made by the United States courts, with which the trade are familiar. Subsequently the company issued an official and detailed account of this litigation, published in the Edison Phonograph Monthly, of which the subjoined extract sums up their resolute attitude in this matter:

"At the present time the National Phonograph Co. does not make use of a single patent for which the New York Phonograph Co. holds a license, and manifestly, therefore, cannot infringe

any rights of the New York Phonograph Co. We are advised by our counsel that so far as jobbers and dealers within the State of New York are concerned the New York Phonograph Co. has no possible claim against them; in fact, it has been decided by the United States Supreme Court that where patented goods are purchased outside of a restricted territory, as is the case of the sale of our goods at Orange, N. J., they can be taken and sold anywhere in the United States, free of restriction, even within the exclusive territory of a licensee."

**GARDNER WANTS TIME TO PAY DEBTS.**

(Special to The Talking Machine World.)

New Orleans, La., August 7, 1906.

L. S. Gardner, dealer in talking machines, 149 Baronne street, has applied to the Civil Court for a respite or extension of one, two or three years in which to pay his debts, alleging inability to provide for obligations due to losses met on stock of merchandise, "owing to a cut in prices made by manufacturers after he had purchased a large stock of talking machines." His schedule shows assets of \$12,901.50, with liabilities of \$11,323.58.

**RECITATIONS BY PHONOGRAPH.**

Since the beginning of the year a phonograph has been used in the theological faculty of the University of Vienna. Professor Swoboda, the head of the faculty, had noticed that while reciting the students always made the same mistakes. It then struck him that by means of a phonograph their mistakes might be demonstrated to them in a striking manner. The results exceeded all expectations.

The new building of the Columbia Phonograph Co., on Oxford street, London, England, has just been completed, and the company comfortably installed. The new quarters are extremely handsome in every particular and does credit to the talking machine trade of the country.

**REGINA CO. NOW VICTOR JOBBERS.**

Formally Appointed Last Week—Will Also Handle Edison Goods—Will Make Magnificent Display—Quarters Being Handsomely Fitted Up for This Purpose.

The important announcement was made by the Regina Music Box Co. last week that they had been placed on the list of Victor jobbers, and would in the future carry a complete line of the celebrated Victor talking machines and records in addition to their regular stock. They will also deal in all lines of the Edison goods, carrying a full stock of machines and records.

The magnitude of the equipment of the new warerooms at 41 Union Square, becomes apparent when a visitor is taken by Manager Wilbur to that part of their establishment under ground. There they will find a series of rooms, magnificently furnished in the most artistic style, the rugs and furniture harmonizing with the beautiful cabinets and pianos and player-pianos therein exhibited. Each of these rooms will contain some one particular line of the Regina product, ranging from the smallest music box to the most elaborate cabinet, and from a chime clock to their beautiful Sublima piano, which is making such a great hit with the dealers in coin-operated machines. In addition, two large parlors will be set apart exclusively for the talking machine business, one to contain the Victor line and the other that of the Edison. These rooms are very large, and their acoustic properties are such that the machines can be heard to the best possible advantage.

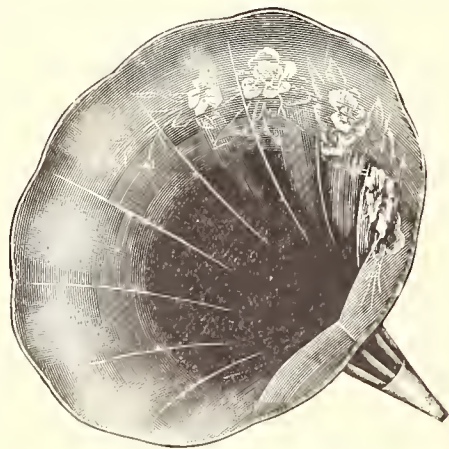
In the rear they have constructed large stock-rooms, and have equipped a complete repair department, which will be under the charge of their most experienced workmen.

They are bringing out a new line of hall clocks with chime attachments, which they will soon have on display in their main showroom. These clocks have won a well deserved popularity, and dealers are finding in them a work of art that meets with a ready sale.

# DECORATED

# Mega Flower Horns

## JUNIOR AND SENIOR SIZES



Colors and Decorations as follows:

Deep Crimson with Spray of Poppies  
Deep Royal Blue with Spray of Roses  
Deep Violet with Spray of Pansies  
Ivory Black with Spray of Chrysanthemums

Gold Stripes, Gold Edge, Gold Neck



We predict for this Decorated Mega an Immense Sale. Attractive Prices will be made the Jobber and Dealer.

Correspondence Solicited

NEW ENGLAND DISTRIBUTING HEADQUARTERS:

**THE EASTERN TALKING MACHINE CO.**

177 Tremont Street, Boston, Mass.

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES. Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS.



# Edison Jobbers Entertained by National Phonograph Co.

At a Series of Entertainments Winding up With Grand Banquet at The Waldorf-Astoria Hotel. An Event That Will Ever be Remembered By Those Who Had the Privilege of Participating.

For two years the National Phonograph Co., Orange, N. J., have contemplated meeting their Edison jobbers personally, the event to take the form of an entertainment and an exchange of social pleasantries in New York. The scope and plan for such an occasion would necessarily involve an enormous amount of time to work out the details, the expense being a secondary consideration. As in everything they undertake and stand for, the company are strangers to half-way measures, and this was no exception. Their chiefs of departments—executive, scientific, mechanical, artistic, etc.—co-operating with the various officials, bent every effort to make it a success, and that they are each and every one

less trying, but granting the request with great good humor.

A remarkable fact of the whole time was that not a man failed to put in an appearance as each function was spun off the reel. A full count was never lacking from the morning of Tuesday, July 18, to the evening of the succeeding Friday, of which the incidents of chief import are subjoined in chronological order.

July 17-20 was a notable week in the talking machine business, an epoch which will be recalled with pleasure by the many participants in the generous hospitality, hearty and sincere good feeling evinced by the National Phonograph Co. in their entertainment of the Edison jobbers. From

the first the company worked hard to make their jobbers thoroughly at home, and in saying that they succeeded admirably is but feebly expressing the universal sentiment of their delighted guests. E. A. Link, of the Kipp-Link Phonograph Co., Indianapolis, Ind., was the first to register at the Edison headquarters in the Waldorf-Astoria Hotel, where Room 151 was used for the registration bureau, with the Myrtle and East rooms, facing Fifth avenue and 34th street, for reception purposes, and where every facility for attending to correspondence and business, telephones, commercial phonographs, typewriters, etc., were furnished gratis.

By the following morning 200 jobbers had registered and were assigned quarters, free of cost, in the hotel. Each

was equipped with tickets for entertainments, dinners and the final banquet, and a handsome badge, solid gold, and enamel work, a miniature reproduction of a cylinder record, bearing date of 1877 (that of the first phonograph invented) and the words "Edison, 1906," gold lettering on blue enamel center—a pretty and striking design that was warmly praised.

During the afternoon an informal meeting of a number of leading members of the Central States Talking Machine Jobbers' Association and the Eastern Talking Machine Jobbers' Association was held to arrange for the presentation of the souvenirs to Thomas A. Edison and to Wm. E. Gilmore, president and general manager of the National Phonograph Co. It was decided that W. D. Andrews, Syracuse, N. Y., president of the Eastern body, would present the gift to Mr. Edison, and George Ilse, of George Ilse & Co., Cincinnati, of the Central States organization, would



WM. E. GILMORE, PRESIDENT AND GENERAL MANAGER, NATIONAL PHONOGRAPH CO.

render like service toward Mr. Gilmore.

In connection with these two beautiful and entirely appropriate expressions of the good-will of the jobbers of the United States and Canada toward these gentlemen, it may be said that the idea originated with C. V. Henkel, president and general manager of the Douglas Phonograph Co., New York. The committee acting with him were W. D. Andrews, P. A. Powers, Buffalo, N. Y.; E. F. Taft, president Eastern Talking Machine Co., Boston, Mass., and L. C. McGreal, of McGreal Bros., Milwaukee, Wis. Each jobber was requested to contribute \$10 toward a fund for the purpose, and no difficulty was encountered in obtaining the desired amount, excepting the occasional slow responses that made the aggressive chairman a trifle tired. The souvenir intended for Mr. Edison was a solid gold record, 22-carat fine, standard size, on which was engraved a congratulatory address, a conception of



JOHN R. SCHERMERHORN, ASSISTANT GENERAL MANAGER, NATIONAL PHONOGRAPH CO.



THOMAS ALVA EDISON.

entitled to a wreath of bay leaves and laurel not one of their guests will gainsay. The brunt of preparing and adhering to the extraordinary programme enjoyed for four days last month fell upon the broad shoulders of F. K. Dolbeer, and he carried the burden without an outward sign of weariness from beginning to end, when he was literally showered with congratulations by the guests and his company colleagues. President Gilmore established himself in the personal affections and esteem of every last man—he met them all. Of course, Thomas A. Edison never ceased to be the center of attraction whenever he was present, which was at nearly everything of note transpiring, constantly surrounded by an ever-changing group of eager questioners and respectful listeners. His was conceded to be a wonderful personality, and the anxiety to be photographed in his company was general, Mr. Edison never evading what must have been more or



Victor H. Rapke, New York. A mammoth sterling silver loving-cup, standing over two feet high, exclusive of base, and holding at least three gallons, was designed for Mr. Gilmore, the idea having originated with Mr. Henkel. Both of the recipients were kept "in the dark" regarding their gifts, consequently the surprise and pleasure manifested was doubled when the formal presentation took place.

#### The Visit to the Factory at Orange.

The morning of the 18th was put down on the programme of F. K. Dolbeer, chairman of Entertainment, for the official "opening of the hall." Promptly at 9.30 Chairman Pelzer, of the com-

machines and records of which they were in total ignorance.

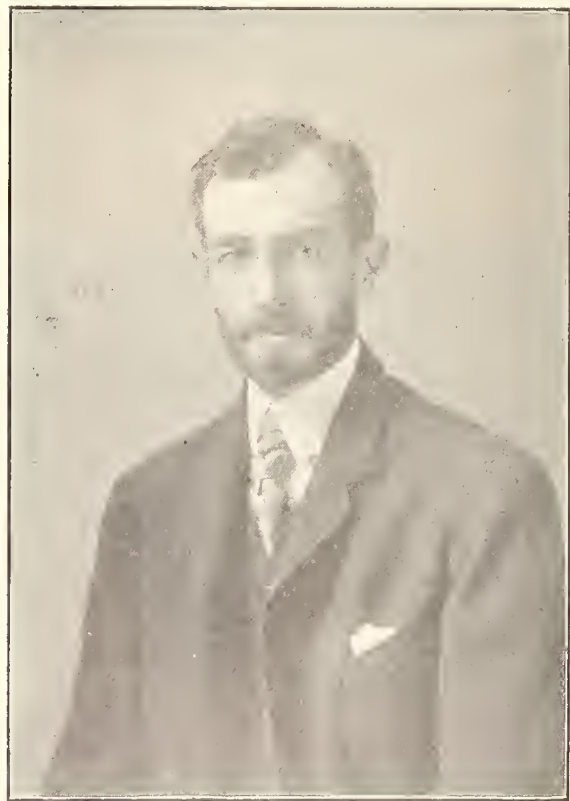
#### Visitors Enjoy Elaborate Luncheon.

At noon luncheon was served in the new office building, a massive five-story and basement concrete structure, that was hurried to completion for this express purpose. It was an elaborate collation, smoothly and admirably handled. Flags decorated the room, and the bountiful table was adorned with huge clusters of roses. Previous to "pitching in," if such a term may be allowed, President Gilmore had conducted Thomas A. Edison into the improvised dining hall, where he held a reception. Every one was introduced to the



L. C. M'CHESNEY, MANAGER ADVERTISING DEPARTMENT,  
NATIONAL PHONOGRAPH CO.

mittee on transportation, with his able assistants, got everybody—200 by count—aboard nine large motor cars, and they bowled merrily down Fifth avenue toward the 23d street ferry depot of the Erie Railroad. A kinetoscope picture was taken of the party in passing, besides snap-shots ga-



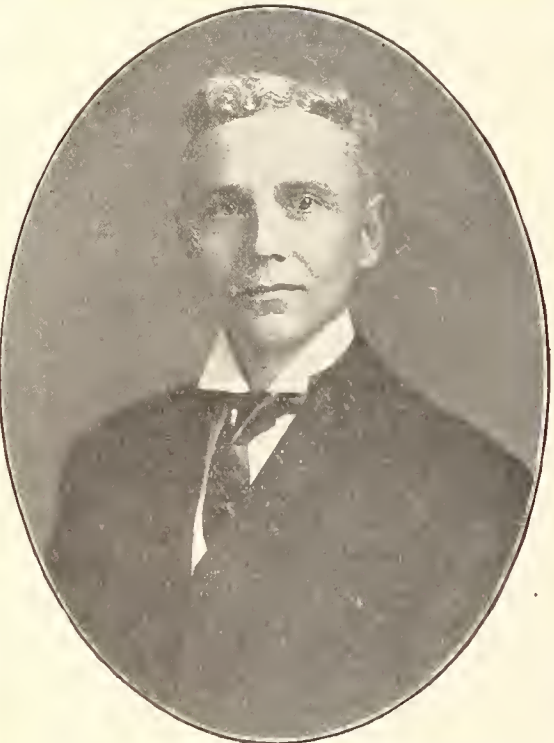
NELSON C. DURAND, MANAGER EDISON COMMERCIAL  
SYSTEM,  
NATIONAL PHONOGRAPH CO.

lore. A special train awaited the visitors on the Jersey side, and Orange, N. J., the seat of the Edison Phonograph Works, and plant of the National Phonograph Co. was reached by 11. Then, in the care of Peter Weber, general superintendent and chairman of the factory committee, and his able heads of departments, the guests



F. K. DOLBEER, MANAGER CREDIT DEPARTMENT,  
NATIONAL PHONOGRAPH CO.

were divided into manageable squads and every part of this vast and interesting hive of the phonograph industry was visited. To the great majority such a plant was a veritable revelation, and their knowledge of the extent and paramount

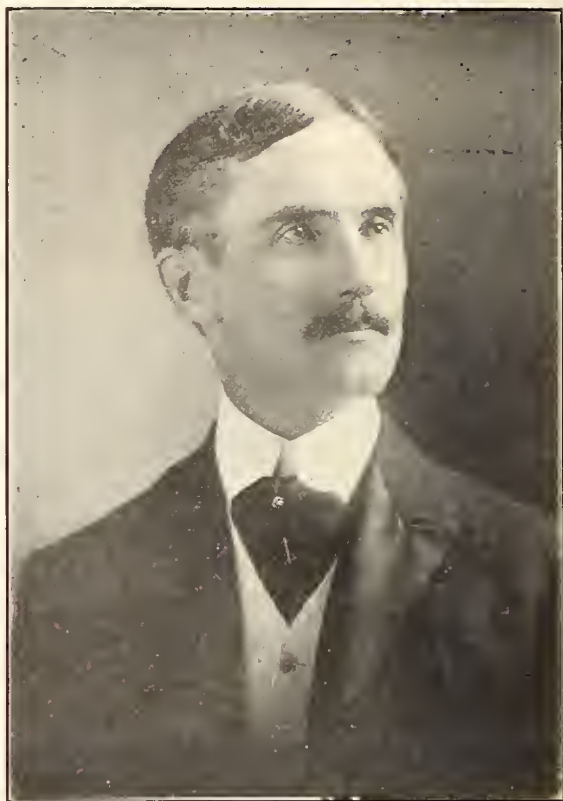


WALTER STEVENS, MANAGER FOREIGN DEPARTMENT,  
NATIONAL PHONOGRAPH CO.

importance of the Edison business was for the first time received at first hand, surprise being succeeded by delightful satisfaction as each department presented some phase of manufacturing



C. S. OSBORNE, ASSISTANT CREDIT DEPARTMENT,  
NATIONAL PHONOGRAPH CO.



C. H. WILSON, GENERAL SALES MANAGER,  
NATIONAL PHONOGRAPH CO.

distinguished gentleman and world-wide celebrity, whose unaffected and simple, yet cordial manner of greeting was commented on by all. Considering his individual services to the scientific and industrial world, not to mention his wonderful discoveries and ingenious solution of vexing problems in applied chemistry and mechanics—at-



WILLIAM PELZER, LEGAL DEPARTMENT,  
NATIONAL PHONOGRAPH CO.

tainments that usually have a tendency to surround the majority of men with an atmosphere far from geniality—Mr. Edison's personality, by contrast, was found to be most charming. Generally he is so absorbed with original investigations that little time can be spared for the exercise of social amenities when at the works. On the occasion of the jobbers' visit, however, he was



in a most genial and unaffected mood, and no one laughed heartier or entered more thoroughly into the spirit of the occasion than this wonderful man, with whom a personal meeting was considered an unusual honor.

#### Presentation to Thos. A. Edison.

After satisfying the inner man—Mr. Edison standing with the party and enjoying the repast with the same relish as the others—Mr. Gilmore again took the "Wizard" by the arm and conducted him into a corner of the room, where a small platform had been improvised for the speakers—a moment that had been looked forward to with absorbing interest for weeks. W. D. Andrews, of Syracuse, N. Y., after securing silence and addressing Mr. Edison and Mr. Gilmore in particular, said:

#### W. D. Andrews' Remarks.

"We are gathered here together at the invitation of the National Phonograph Co., not as exclusive representatives of their interests, but we represent the trade in all its branches—all companies. But I want to assure you that we consider your company *the* company. (Applause.) We are familiar with your methods and have approved your policy and the execution of the same, which is designed to benefit the trade. I have attended several meetings of the Jobbers' associations, and the conclusion arrived at is that your company is our company; your interests are our interests. (Great applause.) It is in this spirit that we have conceived the idea of a gift to you, Mr. Edison—a slight token of our high personal regard and appreciation of your eminent labors in the development and perfection of the phonograph. I was a member of the committee who had the matter in charge, but C. V. Henkel, president of the Douglas Phonograph Co., was the first to consider the propriety of presenting you with this souvenir. If you do not approve of the gift you must look to Mr. Henkel, but I feel sure you will accept it in the same spirit in which it is given. Therefore, Mr. Edison, on behalf of the jobbers of the United States and Canada, I present you with this solid gold record. May it always be a reminder of this momentous occasion for the spirit which fittingly expresses our feelings toward you is on the record."

Vociferous applause followed Mr. Andrews' neat and happy remarks, and three roof-lifting cheers and a tiger followed. Then Walter A. Miller, manager of the company's recording laboratory, adjusted the gold record to a Triumph machine, and Mr. Edison, with his face in the bell of the horn—he is slightly deaf—heard the following formal congratulatory address, which was recorded by Len Spencer:

#### What the Gold Record Said.

"Mr. Edison: This record of pure gold, which addresses these words to you, is a gift from the jobbers engaged in the distribution of the Edison phonographs and records. They have come from the East, the West, the North and the South of this fair land of ours. They are your loyal and admiring friends—your ambassadors of commerce, whose mission it is to distribute your products to the four quarters of the globe. By the touch of your colossal inventive genius you have created industries, giving employment to countless thousands the world over. The wheels of commerce occupied in the production of your invention sing a never-ending song of praise to your magnificent achievements.

"To the seven existing wonders of the world you added the phonograph, which is the eighth wonder of the world. It speaks every language uttered by human tongue, and in the field of language-study it is the greatest educator the world has ever known. With song and story it will continue till the end of time to entertain the multitudes of the earth, who place the name of Thomas A. Edison at the head of the column of the world's greatest captains of industry."

The phonograph record wound up with an orchestral rendition of "Auld Lang Syne," in which the assemblage joined with a will. To be sure, everybody was gratified and no one expressed it more unreservedly than the eminent recipient. As



Snap-shot of Edison Jobbers taken in front of the Factory of the National Phonograph Co., at Orange, N. J.



Mr. Edison never indulges in speeches he looked his appreciation. A replica of the record in the standard material was later given every one in attendance as a memento.

#### Description of Edison Gift.

The stand supporting the gold record presented to Thomas A. Edison is made in solid sterling silver, ornamented with solid gold inlay and



GOLD RECORD, MOUNTED, PRESENTED TO MR. EDISON.

surmounted with three beautifully modeled figures, representing music, art and progress. On the sides of three panels are imbedded a medallion portrait of Mr. Edison and appropriate inscriptions of the event. The style followed throughout was that of the celebrated Louis XV. period, the rococo design, with its graceful flowers and scrolls artistically intermingled, shows intricate chasing. Above the decorative work was the holder for the record, the entire affair being mounted on an ebony base and being in all about twelve inches high.

#### Presentation to President W. E. Gilmore.

When the applause had subsided Geo. Ilsen, of Cincinnati, then said: "The committee is also responsible for my selection; at least you would think so if you were 'over the Rhine,' where its purpose would have practical application in short order, though I doubt very much whether one man could handle it easily and make a neat job of the performance. However, we will let that pass and come to my pleasant task. We all know that Mr. Edison gave the world the phonograph, but the man who made the phonograph a commercial product—a man who has surrounded himself with assistants as able as himself—is W. E. Gilmore. (Tremendous cheering.) He is the right-hand man of Mr. Edison, and we honor Mr. Gilmore in presenting him with this magnificent silver loving-cup—not a small one, by any manner of means—for perhaps it might take three men to handle it in action. (Here the flag shrouding the cup was removed with more cheering and blushes on the part of Mr. Gilmore.) As you will notice, Mr. Gilmore, each leaf on the cup bears the name of some jobber, a contributor, and therefore a lasting testimony of his high esteem for you and who honors the distinguished president of the National Phonograph Co. Not many men know Mr. Gilmore as well as I. He has the biggest heart of any man I know, and he has the love and esteem of the jobbers, and it is in this spirit we take the greatest pleasure in presenting you with this elegant cup,"

#### President Gilmore's Appreciative Remarks.

The cheering was long and vehement, with calls for "speech." At last Mr. Gilmore feelingly said: "All I can say is you take me off my feet. On behalf of Mr. Edison, who never makes a speech, I thank you for the beautiful testimonial of your regard; and for myself I thank you for this elegant present. I knew something of what was going on in regard to Mr. Edison, but never dreamed for a moment you had 'something up your sleeve' for me. However, I promise you our company will continue to be fair and square with you, and that our business policy of the past will remain unchanged unless it is not mutually beneficial. Again I thank you all most sincerely."

#### Description of Cup Presented to Mr. Gilmore.

The solid sterling silver loving cup presented to Mr. Gilmore is of the massive Grecian style, being about twenty inches wide and placed on an ebony base about two feet high. The general style and ornamentation was worked out from the ideas and suggestions of Chas. V. Henkel, president of Douglas Phonograph Co., being bowl shape, set in foliage of repousse laurel leaves and berries, with the name of a different firm on each leaf (about 160 in all), representing donors. In center of the leaf work, on one side, is a bas-relief of Mr. Gilmore; second side, a well-known lithograph of an old lady and gentleman listening to a phonograph, and the third side, an etching of the presentation inscription. The cup is surmounted by three beautifully carved handles. Between the different handles are three panels, each a bas-relief of cherubs representing music progress and art. The cup is a handsome example of the modern silversmith's art, and was made by Dieges & Clust, of New York. The inscription on the cup is as follows: "Presented to William E. Gilmore, July 18th, 1906, by the Edison Phonograph Jobbers of the United States and Canada as an expression of their personal esteem."



HANDSOME CUP PRESENTED TO PRESIDENT WM. E. GILMORE.

With these ceremonies over a photograph was taken of the entire assemblage in front of the library building, with Mr. Edison occupying a prominent position. Subsequently the remainder of the plant, including the laboratories, private experimental rooms and kinetoscope department, heretofore unvisited, were inspected.

#### Dinner and "Show" Wednesday Night.

In the evening, on returning from Orange, an informal dinner was given at the Waldorf-Astoria and later on the performance of "The Governor's Son," on the roof of the New Amsterdam Theatre, was witnessed.

#### The Trip to West Point.

The excursion Thursday, the 18th, to West



WALTER H. MILLER, MANAGER RECORDING LABORATORY. Point was full of incidents by "flood and field." Few knew of the presence of Thomas A. Edison aboard until he was discovered in the midst of a

group of eager listeners, and this was the order all day. Generally, he is accompanied by some one of the company when away from the works, and while he was strongly urged to join the water trip he was uncertain, and gave no inkling what his judgment would be. When the first automobile load of guests arrived at the



boat Thursday morning, to the surprise of President Gilmore and his fellow officials, Mr. Edison was comfortably awaiting their arrival. He had left Orange alone early in the morning, had crossed New York in the surface cars—he

boat Co.'s fleet, first steaming down the bay off Coney Island before going up the Hudson. The weather was ideal, and the trip was doubly enjoyed on that account.

At West Point the commanding officers were all

filed out into the banquet hall, played appropriate music, which was accompanied by cheers. It was an elaborate affair, the menu being a credit to this great hostelry.

While the banquet was being served, which



VICTOR H. RAPKE IN GOOD COMPANY ON TRIP UP THE HUDSON.



A BUNCH OF PLEASED EXECUTIVES—J. NEWCOMB BLACKMAN, PERRY B. WHITSIT, W. E. GILMORE AND C. N. ANDREWS.

knows the city like a book—to the pier. During the day he was kept busy signing menu cards,

attention to their distinguished visitors, and if the request had been made in time they would have cheerfully accorded Mr. Edison the honor of reviewing the cadet corps at dress parade. As it was, Colonel Smith and Captain Hubert took great pleasure in conducting him through the summer camp, and in bidding him good-bye the colonel expressed his delight in behalf of the "Point" in meeting Mr. Edison, to which complimentary remarks Mr. Gilmore made a suitable reply, that was emphasized by cheers for everybody. The return home in the moonlight was devoid of special interest, "dancing being kept up until a late hour."

#### The Banquet at the Waldorf-Astoria.

In the evening of the following day, succeeding the sight-seeing trip in automobiles about New York, a banquet was given in the Astor Gallery at the Waldorf-Astoria Hotel. The magnificent room was simply yet beautifully decorated, the guests being seated at small tables containing eight each. At the head, or honor table, facing the entire assemblage from the north, as will be observed in the flashlight picture in this issue of The World, Thos. Alva Edison, who has participated in all the festivities—a rare honor, by the way—is to be found at the right of William E. Gilmore, while Mr. Foster is at Mr. Gilmore's left. Other well-known gentlemen at this table were: William Werner, William M. Hollins, George Ilsen, S. J. Francis, E. Perry Ashton, J. F. Bowers, F. L. Dyer, C. H. Wilson, P. E. Conroy, J. R. Schermerhorn, W. D. Andrews, R. S. Williams, Jr., William Pelzer, Geo. Meikle, Thomas Graf, F. K. Dolbeer.

The Edison Symphony Orchestra, as the guests

was admirably done, the prevailing sentiment was "strict attention to business"—from eight to ten



FRANK L. MADISON, MANAGER CONTRACT DEPARTMENT, NATIONAL PHONOGRAPH CO.



W. H. A. CRONKHITE, ASSISTANT MANAGER RECORDING DEPT., NATIONAL PHONOGRAPH CO.

which he did cheerfully and with pleasure. Late breakfast, luncheon and dinner was served while on the water, the "Cepheus," of the Iron Steam-

o'clock. Several of the dishes were appropriate to the occasion, the ice cream coming on in the form of phonograph, horn and all.



MR. EDISON, IN COMPANY OF P. E. CONROY, GEORGE ILSSEN AND JAMES K. O'DEA ON WAY TO WEST POINT.



A GROUP OF PROMINENT MEN IN THE TRADE. SNAPPED WHILE APPROACHING WEST POINT.





Banquet at the Waldorf-Astoria Given Evening of July 20 by the National Phonograph Co. to Their Jobbers.



A flashlight picture was taken at the conclusion of the "spread," a copy of which, 19 by 13½ inches, suitably mounted, was subsequently presented each one attending, with the compliments of the company. Then the Edison artists, namely, Arthur Collins, Harry MacDonough, Byron G. Harlan, Ada Jones, Len Spencer, displayed their talents, rendering the popular airs generally made familiar via the records. The kinetograph also contributed material enjoyment, the reproduction of the jobbers on the motor cars turning into Fifth avenue on their way to Orange being hailed with acclaim. Mr. Edison, who seemed to be enjoying every minute of the time, was repeatedly cheered and candidly indorsed as being "all right" at various times, and Mr. Gilmore was not neglected. When Mr. Gilmore spoke of Mr. Dolbeer as being entitled to every scrap of credit for the perfect manner in which each day's programme had been carried out, the banqueters indorsed the sentiment with whoops and cheers, calling on the gentleman for a speech. Mr. Dolbeer replied briefly, thanking every one for their kind and generous opinion of him, but disclaimed the whole credit of having given so much evident pleasure to the Edison jobbers, as

are to be suitably engrossed and presented to the gentlemen mentioned. The resolutions follow:

#### Resolutions of Appreciation.

"Whereas, The National Phonograph Co. has taken occasion to entertain as its guests in New York City the jobbers of the United States and Canada in its line of manufacture, and,

"Whereas, Such invitations have been accepted



EDISON ON PARADE GROUNDS, WEST POINT.

by the leading jobbers in the trade in this country and Canada, to the number of two hundred and fifty or more; and,

"Whereas, While it might reasonably be anti-

W. D. ANDREWS,  
SOL. BLOOM,

"Committee on Resolutions."

"New York City, July 20, 1906."

These resolutions were adopted at the meeting of the jobbers in the hotel Thursday morning last, when the proposition of organizing a national talking machine jobbers' association was "turned down," an account of which together with Mr. Dolbeer's emphatic address, appears elsewhere.

#### Souvenirs of the Event.

The souvenirs were elegant and worthy of preservation as mementos of an historical event—its duplicate may never occur again. The most important is that of the personally signed superb portrait of Thomas A. Edison, together with the menu, musical programme and list of jobbers, which was arranged in book form, 13½ by 7 inches, printed on choice deckled edge paper and bound in cardboard with white satin ribbon, the initial E appearing on the cover inclosed in a heavy wreath stamped in gold, the whole being enclosed in a special box, with the initial device embossed on the outside. A small bronze bust of the distinguished inventor of the phonograph was also presented. It is whispered that the company are preparing a medal commemorative of the occasion, which is not to be distributed before September.

#### Some Edison Aftermath.

On Sunday and Monday many of the jobbers left for home, but a great number stayed over to visit the trade. All of the jobbers with whom The World had the pleasure of talking before leaving were most effusive in their appreciation



SNAPSHOTS OF NATIONAL PHONOGRAPH CO.'S GUESTS ON AUTOMOBILE TRIPS.

he had been loyally assisted by his colleagues in every department of the company, including Mr. Gilmore himself.

Before the "talent" appeared, J. F. Bowers, of Lyon & Healy, presented a set of resolutions, thanking Messrs. Edison, Gilmore and the National Phonograph Co. in general, and conveying their good wishes and reciprocal feelings, which

pated that the entertainment offered by the National Phonograph Co. to its guests would be of the high character warranted by the standing and reputation of the company; and,

"Whereas, The entertainment has far surpassed the warmest anticipation held in regard to it; therefore, be it

"Resolved, That the jobbers of the product of the National Phonograph Co., in meeting assembled at the Waldorf-Astoria Hotel in New York City, do hereby tender to

Thomas A. Edison,  
William E. Gilmore,  
Carl H. Wilson,  
Frank K. Dolbeer,

and their great corps of assistants, their sincere and heartfelt thanks for the magnificent entertainment and splendid courtesy extended to them by the National Phonograph Co.; and be it further

"Resolved, That a copy of these resolutions, suitably engrossed, be sent to the National Phonograph Co., for preservation in its archives as a memento of one of the most agreeable and highly enjoyable occasions in the lives of all of its participants,

"J. F. BOWERS,  
ROBERT L. LOUD,  
R. WURLITZER,



A WELL-CONTENTED PARTY.



EN ROUTE TO THE FACTORY.



In the days following the completion of the "official" programme many courtesies were shown the visiting trade by the New York jobbers. Several special parties to places and points of interest were participated in by the ladies—wives of the out-of-town people—Coney Island attractions being the most popular diversion. Dinners and luncheons *al fresco* were numerous and greatly enjoyed.

\* \* \* \*

During the days the jobbers were in the generous hands of the National Phonograph Co., the comparatively few ladies—about 25—who accompanied their husbands to New York were not neglected. Under the Chesterfieldian and tactful management of N. C. Durand, chief of the business phonograph department, they were entertained with automobile trips about the city, dinners at Claremont and Manhattan Beach, theater parties, flowers, etc. For this delicate service, so perfectly executed, Mr. Durand has been showered with congratulations, and he may be presented with an unique testimonial one of these days. As one of the ladies afterward remarked: "I've had the time of my life, and Mr. Durand is too sweet for anything."

\* \* \* \*

While each and every one of the company's committees in charge of specific functions performed their respective duties admirably, an extra meed of praise is due the transportation committee—namely, William Pelzer, chairman; Walter Stevens, C. C. Squire, Joseph F. McCoy, J. W. Scott and J. R. Wilson, Jr. They were "on to the job" at every stage of the game, and not a man was left behind in the various connecting trips from the hotel to and from trains and boats. Ample provision was made for everybody, and comfort and expenditure resulted from the committee's splendid work.

\* \* \* \*

Another notable feature was the absence of the customary press committee on occasions of this kind. No "booming" or "puffing" by the daily newspapers was desired, let alone sought—a temptation and an opportunity difficult for the great majority of business men to resist. Representatives were present, but they were left to their own devices regarding the "write-ups," and this fact the jobbers subsequently commended in no uncertain terms. Neither was business discussed in any form, shape or manner, excepting where it originated with the jobber. Orders were not in order, and this plan was sedulously eschewed on the part of the company, who wished to be regarded simply as hosts at an entertainment which has already become historical in trade annals, the like of which has never been recorded in commercial events, and may never be repeated on a similar scale of liberality and generous hospitality, coupled with an entire freedom from any suggestion of ostentation.

\* \* \* \*

It would have been a graceful act if the work—by no means easy or altogether free from un-

pleasant incidents—of C. V. Henkel, president of the Douglas Phonograph Co., New York, in raising the funds that made the presentation of the souvenir gifts to Messrs. Edison and Gilmore possible, had been recognized specifically. Mr. Henkel originated the idea, created the co-operating committee, the soliciting falling wholly on his shoulders and he assuming the entire financial responsibility. (Doubtless a few are still shy, and in that event prompt and immediate payment would certainly be the only course out of their delinquency.) A resolution to this effect could have been appropriately adopted at the meeting of the jobbers in the Waldorf, July 20, when the question of commending the National



L. E. McGreal. C. N. Andrews. E. F. Taft. P. A. Powers.  
W. E. Gilmore. Thomas A. Edison. C. V. Henkel.

SOUVENIR COMMITTEE AND DISTINGUISHED RECIPIENTS.

Phonograph Co. was adopted by a rising vote. Perhaps a few jobbers will send Mr. Henkel a souvenir postal card expressive of their sentiments, for it is never too late to mend.

\* \* \* \*

The camera brigade were in evidence at all times, in and out of season. Mr. Edison was snapped possibly in a hundred different poses, one chap on the "firing line" declaring he had secured enough views to last him two years—making a business of their sale.

\* \* \* \*

The ladies present during the festivities were: Mrs. E. F. Ball, Newark, O.; Mrs. George Ilsen, Cincinnati, O.; Mrs. Theo. F. Bentel, Mrs. W. J. Tipper, Mrs. E. H. Fall and Mrs. F. Olmhausen, Pittsburg, Pa.; Mrs. J. N. Willis, Elmira, N. Y.; Mrs. J. M. Hayes, Toledo, O.; Mrs. T. J. Heffelman, Canton, O.; Mrs. J. P. Riley, Atlanta, Ga.; Mrs. and Miss Buckowitz New Orleans; Mrs. E. Perry Ashton, Detroit, Mich.; Mrs. C. W. Patrick, Mrs. C. L. Hibbard and Mrs. F. K. Babson, Chicago; Miss A. Smith, Buffalo, N. Y.; Mrs. Harry W. Weyman and Mrs. Darion, Philadelphia; Mrs. W. C. De Forest, Sharon, Pa.; Mrs. N. C. Durand, Mrs. Walter Stevens, Mrs. C. H. Wilson, Mrs. F. E. Madison, Mrs. Peter Weber, Mrs. L. C. McChesney, Orange, N. J.

#### THE GENTLEMEN PRESENT.

Germany—Thomas Graf, of Edison Gesellschaft, Berlin.

Alabama—A. R. Boone, T. Williams, Birmingham; W. H. Reynolds, Mobile, Ala.; R. L. Penick, Montgomery.

Arkansas—S. M. Field, O. K. Houck Piano Co., Little Rock.

Colorado—H. Shields and W. S. Ferguson, of Denver Dry Goods Co., and Thomas Hext, of Hext Music Co., Denver.

Connecticut—W. O. Pardee and H. L. Ellenberger, of Pardee-Ellenberger Co., New Haven.

District of Columbia—J. Macfarquhar, of S. Kann, Sons & Co.; S. E. Philpitt, of E. F. Droop & Sons Co., Washington.

Georgia—J. P. Riley, Atlanta Phonograph Co.

Illinois—Fred. K. Babson, of Batson Bros.; C. E. Goodwin and J. F. Bowers, of Lyon & Healy; C. L. Hibbard, National Phonograph Co.'s commercial department; J. W. Harrison, James I. Lyons, L. A. Olmstead, Samuel Insull, Edw. H. Uhl, R. Wurlitzer Co.; W. C. Patrick, Edison Manufacturing Co., Chicago; Eugene Zimmerman, Peoria Phonograph Co., Peoria; Mr. Bishop, of Montgomery, Ward & Co., and the following ambassadors in the Edison interests: A. Kloeckm, M. G. Kroesh, W. P. Hope and George A. Rennor and John Harden.

Indiana—W. E. Kipp, Kipp Bros. & Co.; Chas. F. Craig, Indiana Phonograph Co.; E. A. Link, A. B. Wahl, A. B. Wahl & Co., Indianapolis.

Iowa—D. F. Hopkins, J. O. Hopkins, Hopkins Bros. & Co., Des Moines; Charles Stayman, Early Music Co., Fort Dodge.

Louisiana—E. H. McFall and F. J. Buckowitz, National Automatic Fire Alarm Co., New Orleans.

Kentucky—C. A. Ray and B. F. Magruder, Louisville.

Maine—E. H. Dakin, Bangor; W. O. Ross and F. C. Smith, Portland.

Michigan—E. Percy Ashton, American Phonograph Co., Detroit; C. A. Grinnell and I. L. Grinnell, Grinnell Bros.; Max Strassburg, Detroit.

Massachusetts—C. G. Andrews, Boston Cycle & Sundry Co.; E. F. Taft, Eastern Talking Machine Co.; E. E. Currier, Frank S. Boyd, William L. Veale, of Read & Read; S. J. Francis, D. R. Varvey, C. E. Osgood, F. A. Bliss, Fitchburg; Thomas Wardell, Lowell; J. C. Brickett and George W. Flint, Springfield; H. P. Emory, Worcester, Mass.; H. L. Rogers, Boston.

Minnesota—Thomas C. Hough and Archie Mathers, of Koehler & Hinrichs, Minneapolis; L. H. Lucker, W. A. Lucker, George H. Mairs, O. P. Stickney, St. Paul.

Missouri—T. P. Clancy, P. E. Conroy, Conroy Piano Co.; A. G. Quade, M. Neuman, Western Talking Machine Co., St. Louis; C. J. Schmelzer, F. M. Briggs, Kansas City.

Montana—Frank Buser, Helena Phono Co., Helena.

Nebraska—George E. Mickel and G. W. Shultz,



JOBBER'S SEEING NEW YORK.

Omaha; L. F. Haffley, of H. E. Sidles Phonograph Co., Lincoln.

New Jersey—A. W. Toennies, Jr., and A. W. Toennies, Sr., Eclipse Phonograph Co., Hoboken; A. O. Petit, Edisonia Co., Newark; James K. O'Dea, Paterson; John Sykes, Trenton.

New York—R. Beraniji, John W. Blackman, John F. Blackman, J. N. Blackman, Blackman Talking Machine Co.; P. L. Waters, Alfred Weiss, G. Vintschger, V. H. Rapke, William C. Shields, Louis M. Meier, Lipman Kaiser and S. B. Davega, of S. B. Davega; Robert C. Ogden, of John Wanamaker; C. V. Henkel and A. P. Petit, of Douglas Phonograph Co.; Dr. J. T. Maclean, William M. Hollins, N. Goldfinger, with the Siegel-Cooper Co.; C. Meyer, W. E. Peck, Sol Bloom, F. G. Loeffler, Bettini Phonograph Co.; A. H. Jacot, C. H. Jacot and Marc K. Mermod, of Jacot Music



JOBBER'S SEEING NEW YORK.



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Rhode Island—L. M. Darling and Charles S. Fifield, Pawtucket; J. A. Foster, S. A. Howland, Charles D. Rodman, J. Samuels, E. E. Saul, Eugene M. Sawin, A. T. Scattergood, E. A. Scattergood and H. Wonderlick, Providence.

Tennessee—A. R. King and Daniel B. Orndorff, Knoxville Typewriter & Phonograph Co., Knoxville; F. M. Atwood, O. K. Houck, of O. K. Houck Piano Co., and F. E. Miles, Memphis; Olney Davies and Harry Davis, Nashville.

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Canada—R. S. Williams, Jr., of R. S. Williams & Sons Co., and H. G. Stanton, Toronto.

### THE "MEN BEHIND THE GUNS."

No small share of the success of the festivities attendant on the gathering of the Edison jobbers was due to the following committees, who performed their respective duties in a manner to evoke the highest praise:

Reception and Hotel Committee.—C. H. Wilson, chairman; William Pelzer, Walter Stevens, N. C. Durand, Frank L. Dyer, A. C. Ireton.

Dinner Committee.—W. E. Gilmore, chairman; C. H. Wilson, Walter Stevens, F. K. Dolbeer.

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ing, H. F. Miller, J. W. Aylesworth, W. G. Bee, J. V. Miller, F. L. Dyer.

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### NOW THE COLLAPSIBLE HORN.

The New Jersey Sheet Metal Co. Have Evidently Got a Winner—Has Many Features of Excellence.

It would seem as if the New Jersey Sheet Metal Co., of Newark, N. J., had solved the collapsible horn problem. We had the pleasure of examining their latest product in this line the other day—a collapsible sheet metal flower horn—and must admit surprise and pleasure at the results demonstrated. It was placed together and taken apart in an incredibly short space of time—a couple of minutes, we believe. Now, while this is an accomplishment to be proud of, yet this is not "the whole thing." The great feature of this horn is its wonderful system of interlocking, whereby it is as firm as if cast in a mold, with an interior that is as smooth as glass, with no interruption to sound and designed to give the best results acoustically. To such a multitude of excellencies might be added that of reliability—in fact, it is apparently made to last. Dealers are destined to find this collapsible horn a wonderful seller. It is made for both cylinder and disc taper-arm machines, and for the thousands who take their talking ma-

chines "visiting" it will prove a godsend. It will not interfere with the sales of the regular horn, for no enthusiastic user of talking machines will fail to be without the two.

### THE "NEOPHONE" IN CANADA.

Mr. A. W. Bennet has just arrived from England and has opened up at 38 and 40 Adelaide street, West Toronto, with the sole agency for Canada for Neophone, Limited, London, England, owing to the numerous inquiries which have reached them from this country for Neophone specialties. The Neophone is the invention of Dr. Michaelis, and is protected by patents in every country throughout the world.

Mr. Bennet, the "Neophone man," as he calls himself, is a keen, progressive business man, and has already made many friends, says the Canadian Music Trades Journal. He is quite enthusiastic over his Canadian business, and tells us that the amount of orders already received more than fulfil his expectations, and he is quite confident that the great success achieved by the Neophone, Limited, in foreign countries will be repeated in Canada as soon as the merits of the Neophone become more widely known.

### A GOOD DOLLAR'S WORTH.

On and after July 15 the annual subscription price of The Talking Machine World, published by Edward Lyman Bill, at 1 Madison avenue, New York, will be \$1 instead of 50 cents. Any dealer interested in talking machines was never offered better value for his money than the same publication gives. It is a well-edited, cleanly gotten-up publication and worth money to the man who sells talking machines.—Canadian Music Trades Journal.

George H. Sharp & Son, of Westfield, Mass., have been advertising the Edison goods very extensively during the summer through the medium of various public picnics, fetes, etc. The machines were taken to the affairs by a member of the store staff, and the latest records were played. The publicity created by the above plan resulted in a largely increased trade, especially in records.

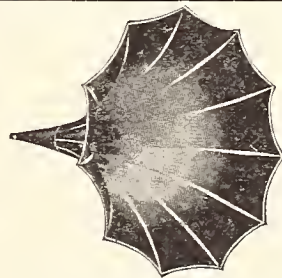
## BLACKMAN KEEPS DEALERS COOL

AN  
**EDISON**  
Jobber

Don't get warm because you can't get EDISON or VICTOR goods wanted. Buy from BLACKMAN and notice how cooling BLACKMAN's treatment is.

A  
**VICTOR**  
Distributor

"IF BLACKMAN GETS THE ORDER, YOU GET THE GOODS."



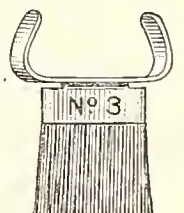
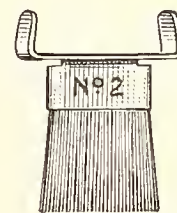
Made in Six Styles.

Our new Pointed Bell Flower Horns combine Beauty and Strength and our Prices are Low. Send for Circular and Dealers' Prices.

- No. 10 Black and Gold stripe.
- No. 20 Maroon and Gold stripe.
- No. 30 Blue and Gold stripe.
- No. 40 Black Morning Glory.
- No. 50 Maroon Morning Glory.
- No. 60 Blue Morning Glory.

### New Style Place Record Brushes.

NOW READY.



PATENT ALLOWED.

No. 2 fits Standard or Home.  
No. 3 fits Gem or Triumph,  
on Old or New Style Models.

LIST PRICE, 15c. EACH.

We give DEALERS and JOBBERS a GOOD PROFIT. WRITE for DISCOUNTS and Samples.

The Place Brush clamps under the speaker arm and AUTOMATICALLY removes all dirt or dust from the RECORD, so the sapphire runs in a CLEAN TRACK and insures a GOOD REPRODUCTION.

WE OWN THIS INVENTION and WILL PROSECUTE INFRINGERS.

Get One of Our Dealers' Price Lists. We are quoting very low prices and every dealer in the U. S. can save money on Supplies by buying from our Price List. Retail, Wholesale and Special Quantity Prices are quoted. Write now.

**Blackman Talking Machine Co.,**

J. NEWCOMB BLACKMAN, Prop.  
"The White Blackman."

GET THE BLACKMAN HABIT AND  
YOU WILL KEEP IT

97 Chambers Street, New York



# THE LAND-O-PHONE

(PATENTED)

## HOME RECORDER

HAS ALREADY SCORED AN UNPARALLELED SUCCESS, AND BEEN ENDORSED BY THE ENTIRE TRADE

There is no doubt of the simplicity and practicability of the

### Land-O- Phone Home Recorder

It is absolutely safe, is easy to attach, and a child can operate it. The *Home Recorder*



MAKING A HOME RECORD ON THE VICTOR MACHINE WITH THE LAND-O-PHONE HOME RECORDER

sells on sight, and the leading distributors east and west are taking it up with enthusiasm.

Owing to the enormous demand for the *Land-o-Phone Home Recorder*, the trade should not delay in ordering, as our plant is now pushed to its utmost capacity.

*Dealers should order through their Jobber.*

List Price for Home Recorder, \$10.00

Blank 10½ inch Records, \$.25

Distributers for the Home Recorder to Date:

CHICAGO—The Talking Machine Co., 107 Madison Street

PITTSBURG—{ Powers & Henry, 619 Penn Avenue  
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NEW YORK—{ Douglas Phonograph Co., 89 Chambers Street  
Victor Distributing and Export Co., 77 Chambers Street

WRITE FOR PARTICULARS.

THE LAND-O-PHONE COMPANY, Inc., Offices: 288 FIFTH AVENUE  
==NEW YORK CITY==



## RECORD BULLETINS FOR SEPTEMBER, 1906.

## LATEST VICTOR RECORDS.

- ARTHUR PRYOR'S BAND.  
 4778 Hohenfriedberger March .....Der Grosse  
 31551 William Tell—Ballet Music—Part I....Rossini  
 4743 Azaleas. Two-step—Intermezzo.....Hawthorne  
 4779 Stein Song March .....Bullard  
 SOUSA'S BAND.  
 844 Invincible Eagle March.....Sousa  
 4452 America (My Country 'Tis of Thee).....  
 VICTOR ORCHESTRA.  
 4807 Flying Arrow Medley .....Theo. Levy  
 4781 Electra. Intermezzo Caprice .....Ascher  
 4802 American Life March .....VICTOR DANCE ORCHESTRA.  
 31557 Nightingale Waltz .....Czibulka  
 VIOLONCELLO SOLO BY ROSARIO BOURDON, WITH ORCH.  
 31553 Flower Song (Blumenlied) .....Lange  
 TENOR SOLOS BY HARRY MACDONOUGH, WITH ORCH.  
 4795 The Stars, the Stripes and You .....Wheeler  
 31550 I'll Sing Thee Songs of Araby, from "Lalla  
 Rookh" .....Clay  
 31552 Ain't you Coming Back to Old New Hamp-  
 shire, Molly. ....Helf  
 CONCERTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.  
 31554 He Shall Feed His Flock—Messiah.....Handel  
 INSTRUMENTAL QUARTETTE (Violin, Viola, Flute, Harp).  
 4810 Tranquility .....Menzel  
 CORNET DUET BY ROGERS AND KENEKE, WITH ORCH.  
 4780 When Life is Brightest. ....Pinsuti  
 BELL SOLO BY CHRIS CHAPMAN, WITH ORCH.  
 4798 Spontime. Two-step—Intermezzo...Von Tilzer  
 TENOR SOLOS, BY HARRY TALLY, WITH ORCH.  
 4775 Alice, Where Art Thou Going?.....Gumble  
 31549 Just One Word of Consolation .....Lemonier  
 TENOR SOLO BY JAMES MCCOOL, WITH ORCH.  
 4797 There Never was a Girl Like You .....Baer  
 TENOR SOLO, BY RICHARD J. JOSE, WITH ORCH.  
 4782 Rock of Ages (Words by Toplady)....Hastings  
 TENOR SOLO BY ALBERT CAMPBELL, WITH ORCH.  
 4794 Coming Through the Rye, Jennie Mine.....Scott  
 BARITONE SOLO BY J. W. MYERS, WITH ORCH.  
 4783 Colleen Bawn .....Helf  
 BASS SOLO BY FRANK C. STANLEY, WITH ORCH.  
 4784 Battle Hymn of the Republic.....Howe  
 SONGS BY BILLY MURRAY, WITH ORCH.  
 4721 Nothing Like that in Our Family.....Furth  
 4792 Girlie I Love You.....Morse  
 4803 Molly Malone .....Mills-Everhard  
 COMIC SONGS BY BOB ROBERTS, WITH ORCH.  
 4790 I'd Rather Be on the Outside Lookin' In  
 Than On the Inside Lookin' Out.....Snyder  
 4791 Everybody Gives Me Good Advice.....  
 Kendis and Paley  
 COON SONG BY ARTHUR COLLINS, WITH ORCH.  
 4804 I Don't Know Where I'm Goin', but I'm  
 On My Way. ....Bren  
 HARRY TALLY AND HAYDN QUARTETTE, WITH ORCH.  
 31548 Somewhere .....Harris  
 DUET BY COLLINS AND HARLAN WITH ORCHESTRA.  
 4787 Come Take a Skate With Me.....  
 Brown and Edwards  
 DUET BY STANLEY AND MACDONOUGH, WITH ORCH.  
 31547 My Faith Looks up to Thee.....Bassford  
 DUET BY MISS HAYWARD AND MR. MACDONOUGH, WITH  
 ORCH.  
 4786 The Laurel and the Rose .....Grill  
 DUET BY MISS MORGAN AND MR. STANLEY, WITH ORCH.  
 31555 Home to Our Mountains, from Il Trovatore.  
 Verdi  
 MALE QUARTETTES BY THE HAYDN QUARTETTE WITH ORCH.  
 4750 Dixie Dear .....Reimer  
 2512 Heidelberg, from Prince of Pilsen.....Luders  
 1997 My Old Kentucky Home.....Foster  
 DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR.  
 SPENCER.  
 4789 Flannigan's Night Off. ....Dykes  
 4788 Coming Home from Coney Island (with Orch.).  
 CHOIR RECORDS BY THE TRINITY CHOIR, WITH ORCH.  
 4793 Lead, Kindly Light. Words by Dr. Newman.  
 723 Stand Up for Jesus.....Webb  
 THE LYRIC QUARTETTE (MIXED VOICES).  
 4796 Sweet and Low .....Barnby  
 RECITATIONS BY EDGAR L. DAVENPORT.  
 4809 Children's Series No. 3 "Wynken, Blynken  
 and Nod" .....Eugene Field  
 4808 "Little Breeches" .....Hay  
 HUMOROUS RECITATION BY DE WOLF HOPPER.  
 31559 "Casey at the Bat" .....  
 BARITONE SOLOS IN ITALIAN BY GUSTAVE BERL-RESKY,  
 WITH ORCH.  
 4799 Preghiera (Prayer) "Alla mente confusa"  
 Paoli Tosti  
 31558 Credo—Otello .....Verdi  
 BARITONE SOLO IN SPANISH BY SENOR FRANCISCO, WITH  
 ORCH.  
 4800 La Golondrina (The Swallow).....  
 BARITONE SOLOS IN SPANISH BY ELADIO A. CHAO.  
 4805 La Partida .....  
 4806 Meus Amores—"Galecia" (Canto Gallego).....  
 GERMAN YODLING SONG BY GEO. P. WATSON, WITH ORCH.  
 4801 Du Du (Old German Air) .....  
 SWEDISH SOLOS BY JOEL MOSSBERG, BARITONE.  
 Svenska Ballader och Romanser—Swedish  
 Ballads and Romances.  
 3404 Min älskades namn.....Abt  
 3405 Trollhättan .....Lindblad  
 3406 Porter visa "Martha" .....Flotow  
 3407 Soldatgossen .....Pacius  
 3408 I djupa källarhvalvet .....Fischer  
 3410 Ljungby Horn .....Frieberg  
 3400 Min lilla vift .....Vadman  
 3411 I rosens doft .....Prins Gustaf  
 3412 Drick ur ditt glas .....Bellman  
 Svenska Folksanger och Folkvisor—Swedish  
 Folksongs.  
 3413 Per Svinahede .....Folk-Song  
 3414 Till Svenska Fosterjorden (Du gamla, du  
 fria). ....Folk-Song  
 3415 Neckens Polska .....Folk-Song  
 3401 Necken han spelar på böljanbla .....Folk-Song  
 3416 Värmlandsvisan .....Folk-Song  
 3402 Och hör du Unga Dora .....Folk-Song  
 Stycken ur Lars Bondessons Variete-Kupletter—  
 Swedish Variety Songs.  
 3417 Flickorna i Nerike .....Bondesson  
 3418 Grythyttetagen .....Bondesson  
 3419 Fotograferingen .....Bondesson  
 3403 Djurkuplett .....Bondesson  
 3420 Ett förfuget ord .....Bondesson  
 3421 Pompa .....Bondesson  
 3422 Stenkuplett .....Bondesson  
 Tre Svenska Visor—Swedish Country Songs.  
 3423 Kväsarvalsen .....Country Song  
 3424 Stor-Olas Maja .....Country Song  
 3425 Liss Olaf Larsons—Stockholmsresa .....  
 Country Song  
 THREE NEW RED SEAL RECORDS.  
 BARITONE SOLO BY EMILIO DE GOGORZA  
 with New York Grand Opera Chorus and Orch.  
 64051 Canzone del Porter (Porter Song) Martha Flotow

- THE NEW YORK GRAND OPERA CHORUS WITH ORCH.  
 64049 Rigoletto—Male Chorus, Act II "Scorrendo  
 uniti remota via" .....Verdi  
 64050 Soldiers' Chorus (Squilli e chaggi la tromba)  
 Il Trovatore .....Verdi

## NEW COLUMBIA "XP" (CYL.) RECORDS.

- PRINCE'S MILITARY BAND.  
 32971 On to Victory March (from "The Free Lance")  
 John Philip Sousa  
 32983 Sliding Jim (a trombone extravaganza).....  
 BANJO, MANDOLIN AND HARP GUITAR TRIO.  
 32984 Koontowu Koffe Klatsch.....Ossman-Dudley Trio  
 32985 The Mayor of Tokio, Selections from.....  
 Ossman-Dudley Trio  
 BARITONE SOLOS.  
 32990 I'm Tired of Eating in the Restaurants  
 (Coon Song).....Bert. Williams, Orch. accom.  
 32991 The Minstrel Boy.....Geo. Alexander, Orch. accom.  
 32992 Good Advice (Coon Song).....A. Collins, Orch. accom.  
 32993 Milo .....Bob Roberts, Orch. accom.  
 32994 Won't You Be My Girlie?.....  
 F. C. Stanley, Orch. accom.  
 TENOR SOLOS.  
 32995 Where Thou Canst Rest, or Ah! Love Me, but  
 Love Me Well! (from Mizpah) .....Henry Burr, Orch. accom.  
 32997 The Good Old U.S.A. ....L. G. Harlan, Orch. accom.  
 SOPRANO SOLO.  
 32972 Waiting at the Church (My Wife Won't  
 Let Me).....Miss Ada Jones, Orch. accom.  
 BARITONE AND TENOR DUET.  
 32988 Honey, Won't You Love Me Like You Used  
 To? .....Collins and Harlan, Orch. accom.  
 VOCAL DUET WITH QUARTETTE CHORUS.  
 32989 While the Old Mill Wheel is Turning.....  
 Burr and Campbell, Columbia Quartette, Orch. accom.  
 VOCAL QUARTETTE, MALE VOICES.  
 32987 The Sabbath Day .....Columbia Quartette, unaccom.  
 THE RAMBLER MINSTREL COMPANY.  
 32986 Record "B." .....Orch. accom.  
 LAUGHING SONG.  
 32998 A Monkey on a String.....Cal. Stewart, Orch. accom.  
 VAUDEVILLE SPECIALTY.  
 32980 A Darktown Courtship.....  
 Miss Ada Jones and L. Spencer, Orch. accom.  
 TALKING RECORDS—DESCRIPTIVE.  
 33000 A Barnyard Serenade.....L. Spencer & A. Holt  
 33002 Mrs. Reilly's Troubles with the Dumb-  
 Waiter (Comic).....Steve Porter  
 UNCLE JOSH. WEATHERSBY'S LAUGHING STORY.  
 33003 The Eclipse of the Sun at Pumpkin Center..  
 Cal. Stewart

## NEW COLUMBIA "BC" (CYL.) RECORDS.

- COLUMBIA ORCHESTRA (Dance Music).  
 72500 Brunette Polka.....Bosc  
 72502 Oh! Les Femmes! (March and Two-step)  
 Lincke  
 72506 La Czarine (Russian Mazurka).....Ganne  
 BARITONE SOLO.  
 85045 Rose Marie .....Geo. Alexander, Orch. accom.  
 BARITONE AND SOPRANO DUET.  
 85080 Travel On (A coon conversation song)....  
 Miss Ada Jones and Len Spencer

## NEW COLUMBIA 10-IN. DISC RECORDS.

- COLUMBIA BAND—RECORDS MADE IN FRANCE.  
 50481 Cordialement Marche .....  
 50482 Indiana Two-step .....  
 BANDA (RECORDS MADE IN MILAN).  
 10545 My Treasure Waltz (Tesoro Mio Walzer).....  
 10554 Whistling Song (Pfeiflied) .....Joseuf Straus  
 LONDON MILITARY BAND.  
 25963 Bells of St. Malo (With Chimes).....  
 BANDA ESPANOLA.  
 5630 Grand Military March "Tres Arboles".....  
 COLUMBIA ORCHESTRA.  
 3445 A Trip to the Races (Descriptive).....  
 PRINCE'S ORCHESTRA.  
 3446 Seeing New York, or a Trip on the Rubber-

- neck Coach (Descriptive) .....  
 COLUMBIA ORCHESTRA (RECORD MADE IN BERLIN.)  
 7-in. record.  
 41373 Champagne Calop .....  
 BANJO SOLOS BY VESS L. OSSMAN  
 Orch. accom.  
 3447 On the Rocky Road to Dublin (Two-step).....  
 BARITONE SOLOS.  
 3454 Here it Comes Again. Bert Williams, Orch. accom.  
 3455 The Little Dustman (Lullaby).....  
 Geo. Alexander, Orch. accom.  
 3457 Good Advice (Coon Song).....A. Collins, Orch. accom.  
 3458 Cupid is the Captain of the Army.....  
 J. W. Myers, Orch. accom.  
 3459 Won't You Be My Girlie?.....  
 Frank C. Stanley, Orch. accom.  
 TENOR SOLOS.  
 3460 Where Thou Canst Rest, or, Ah! Love Me,  
 but Love Me Well! (from Mizpah) .....  
 Henry Burr, Orch. accom.  
 3461 Coming Through the Rye, Jennie Mine.....  
 Albert Campbell, Orch. accom.  
 3463 The Good Old U.S.A. ....B. G. Harlan, Orch. accom.  
 3464 Is Your Mother in, Molly Malone?.....  
 Billy Murray, Orch. accom.  
 SOPRANO SOLO.  
 3436 Waiting at the Church (My Wife Won't Let  
 Me) .....Miss Ada Jones, Orch. accom.  
 BARITONE AND TENOR DUET.  
 3451 Honey, Won't You Love Me Like You Used  
 To? .....Collins and Harlan, Orch. accom.  
 LAUGHING SONG.  
 3465 Monkey on a String.....C. Stewart, Orch. accom.  
 VAUDEVILLE SPECIALTIES.  
 3467 A Darktown Courtship.....  
 Miss Ada Jones and Len Spencer, Orch. accom.  
 3469 Mrs. Hiram Offen Discharges Bridget O'Sul-  
 livan. ....Miss Emma Forbes and Steve Porter  
 TALKING RECORD (DESCRIPTIVE).  
 3470 Barnyard Serenade.....L. Spencer and A. Holt  
 VOCAL QUARTETTE, MALE VOICES.  
 3450 Waltz Me Around Again, Willie.....  
 Columbia Quartette, Orch. accom.  
 MINSTRELS BY THE RAMBLER MINSTREL CO.  
 3448 Record "A" contains the opening introductory  
 overture by Prince's Orchestra and the entire  
 Minstrel Company, singing the chorus "Songs  
 of Aristocracy," followed by humorous dialogue  
 between Interlocutor and End-man, with amus-  
 ing interruptions from the other End-comedian,  
 whose witty sallies are greeted with laughter  
 and applause. Mr. Murray responds in the  
 ditty "I Kind of Like to Have You Fussin'  
 'Round" with full quartette refrain.  
 3449 Record "B" introductory overture "The Yankee  
 Doodle Negro," by full company with Prince's  
 Orchestra. Interchange of repartee between  
 Interlocutor, and the End-comedians. Mr.  
 Collins renders "Good-Bye, Mr. Greenback"  
 with Minstrel chorus and enthusiastic plaudits  
 from the audience.

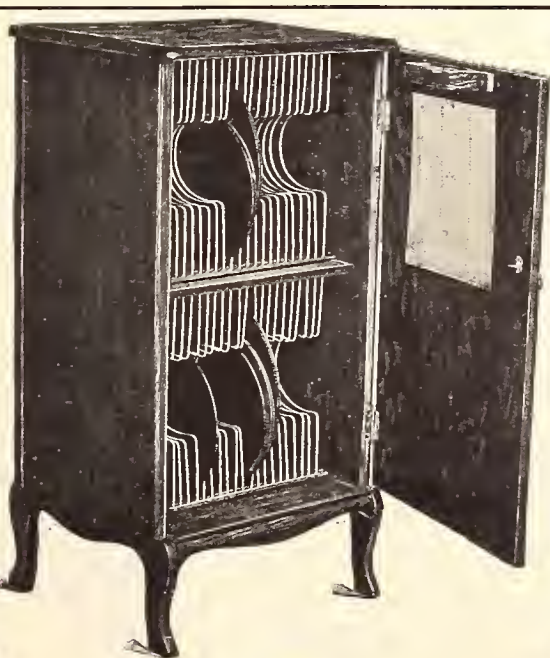
## NEW COLUMBIA 12-IN. DISC RECORDS.

- BARITONE SOLOS BY DAVID BISPHAM, WITH PIANO ACCOM.  
 30027 Drink to Me Only With Thine Eyes.....  
 30021 Hark! Hark! The Lark.....Schubert  
 BARITONE SOLOS IN GERMAN BY ANTON VAN ROOY  
 WITH PIANO ACCOM.  
 30028 Das Mührlad (German Volkslied, 1789).....  
 30029 "Die Leiden Grenadiere" .....Schumann

## NEW EDISON GOLD MOULDED RECORDS.

- Both Standard. Order by number, not title. If Con-  
 cert Records are wanted, give the number and letter C.  
 9338 Ride of the Valkyries (Wagner).....  
 Edison Concert Band  
 9339 Bull-Frog and the Coon (Nathan) Descrip-  
 tive coon love song, Orch. accom. ....Ada Jones  
 9340 Waltz Me Around Again, Willie (Shields)  
 Comic waltz song, Orch. accom. ....Billy Murray  
 9341 American Cake Walk (De Veau) Accordion  
 solo, Piano accom. ....John Kimmble  
 9342 Is there Any Room in Heaven for a Little  
 Girl Like Me? (Helf) Descriptive song.  
 Orch. accom. ....Harry Anthony  
 9343 I'm Crazy 'Bout It (Edmonds) Coon song.  
 Orch. accom. ....Collins and Harlan  
 9344 Where the River Shannon Flows (Russell)  
 Irish descriptive ballad, Orch. accom. ....  
 Harry MacDonough

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- 9345 Manhattan Beach March (Sousa) Performed  
"A la Sousa".....Edison Military Band
- 9346 Give My Love to Dixie (Keith) Descriptive  
ballad with march refrain, Orch. accom.  
Irving Gillette
- 9347 I'd Rather Be Outside a-Lookin' in Than on  
the Inside a-Lookin' Out. (Rose) Coon  
song, Orch. accom. ....Bob Roberts
- 9348 Spooontime (Albert von Tilzer) Xylophone solo,  
Orch. accom. ....Albert Benzler
- 9349 Two Jolly Irishmen (Original) Irish vaude-  
ville sketch, Orch. incidental effects....  
Spencer and Porter
- 9350 Good Old U. S. A. (Morse) New march song,  
Orch accom .....Byron G. Harlan
- 9351 Jubilee Overture (Bach) Edison Symphony Orch.
- 9352 The Empire is a Most Unhappy Man (Howard)  
Comic song hit from "The Empire," Orch.  
accom. ....Edward M. Favor
- 9453 I Surrender All (Weeden) Sacred selection,  
unaccompanied .....Edison Mixed Quartette
- 9354 Old Heidelberg (Mills) March introducing  
Xylophone, Bells and Male Chorus.....  
Edison Concert Band
- 9355 When Love is Young (Ellis) Descriptive song  
from "Brown of Harvard," Orch accom.  
Frank C. Stanley
- 9356 Shall We Meet Beyond the River? (Rice) Sa-  
cred duet, Orch. accom. ....Anthony & Harrison
- 9357 I Don't Know Where I'm Goin', But I'm on  
My Way (Bren) Coon song, Orch. accom. A. Collins
- 9358 Kiss the Spring Waltz (Rolf) Whistling solo,  
Orch. accom. ....Joe Belmont
- 9359 Peaches and Cream (Original) Vaudeville  
sketch, introducing the new waltz song,  
"Peaches and Cream" (Lowitz and Blum-  
enthal), Orch. accom. A. Jones and L. Spencer
- 9360 One Called Mother and the Other Home,  
Sweet Home (Morse) Descriptive song,  
Orch. accom. ....Edison Male Quartette
- 9361 Afloat on a Five Dollar Note Medley (Orig-  
inal) introducing "Afloat on a Five Dollar  
Note," "I Like Your Way," "After They  
Gather the Hay," and "I'm Up in the  
Air About Mary" .....Edison Military Band

### ZON-O-PHONE 10-INCH RECORDS.

- ZON-O-PHONE CONCERT BAND.
- 526 Jersey Carnival March.....
- 527 Lights Out March.....
- 528 Princeton Jangle March.....
- 529 Roosevelt and Fairbanks March.....
- HAGER'S ORCHESTRA.
- 530 Language of Flowers—Waltz.....
- 531 Southern Dream Patrol.....
- 532 I'm Up in the Air About Mary—Medley Waltz....
- 533 Benita—Mexican Intermezzo.....
- PICCOLO SOLO BY FRANK MAZZIOTTA, WITH ORCH. ACCOM.
- 534 Sylvia Sckerzo.....
- VIOLIN SOLO BY FREDERIC VOELKER, WITH ORCH. ACCOM.
- 535 Melody in "F".....
- SONGS WITH ORCHESTRA ACCOMPANIMENT.
- 536 Cheer Up, Mary.....Byron G. Harlan
- 537 Crocodile Isle.....Billy Murray
- 538 Fol de Idley Ido.....Miss Trix and Dan W. Quinn
- 539 Good Old U. S. A.....Byron G. Harlan
- 540 I Don't Know Where I'm Going, but I'm on  
My Way.....Arthur Collins
- 541 It's All Right in the Summer Time.....Miss Jones
- 542 Just a Little Fond Affection.....Byron G. Harlan
- 543 Lead, Kindly Light.....Universal Quartette
- 544 Little Darling Dream of Me.....Universal Quartette
- 545 My Little Dutch Coleen.....Miss Jones
- 546 Not Because Your Hair Is Curly.....Billy Murray
- 547 Rock of Ages.....Universal Quartette
- 548 Rosebud.....Billy Murray
- 549 Whistling Mike.....Miss Trix and Dan W. Quinn
- 550 Yes, Let Me Like a Soldier Die.....Geo. Alexander

### INTERNATIONAL RECORD CO.'S LIST.

- PELUSO'S ORCHESTRA.
- 3135 Keep on the Sunny Side—Introducing "One Called  
Mother, and the other Home, Sweet Home."
- 3136 Paderewski's Famous Minuet.....
- 3137 Intermezzo, Love's Dream after the Ball.....  
Czihulka
- 3138 Waltz Me Around Again, Willie—Waltz.....
- 3139 Simple Simon (Characteristic Two-step).....
- VAUDEVILLE SPECIALTIES BY SPENCER AND JONES, WITH  
ORCH.
- 3140 Let Me See You Smile.....
- 3141 Travel On.....
- 3142 Peaches and Cream.....
- 3143 The Bull Frog and the Coon.....
- 3144 Coming Home from Coney Island.....
- BARITONE SOLOS BY WM. FREDERICKS, WITH ORCH.
- 3145 Not Because Your Hair Is Curly.....
- 3146 Beside the Old Oak Gate.....
- 3147 Evening Star, from Tannhauser—German.....
- 3148 Why Don't You Try.....
- 3149 Dreamland (Cradle Song).....
- WHISTLING SOLOS BY J. BELMONT, WITH ORCH.
- 3150 The Chirpers.....Fank
- 3151 Dance of the Song Birds.....Richmond
- 3152 Arrival of the Robins.....
- 3153 Birds of Spring.....

- BARITONE SOLOS BY J. BROWN, WITH ORCH.
- 3154 Good Advice.....
- 3155 Spooontime.....
- ITALIAN SOLOS BY MARCELLO MELE.
- 3156 I Dialette.....
- 3157 Quanno Mammata Nun Cesta.....
- 3158 Turnateme a Chiumma.....
- SOPRANO SOLO BY MISS STRANG, WITH VIOLIN OBLIGATO.
- 3159 Happy Days.....

### AUGUST LIST IMPERIAL RECORDS, 10-INCH DISC.

- BARITONE SOLOS BY ARTHUR COLLINS, ORCH. ACCOM.
- 45191 I Don't Know Where I'm Going, but I'm  
on My Way.....Brenan
- 45201 Throw Down that Key.....Barton
- TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.
- 45187 The Good Old U. S. A.....Morse and Drisland
- TENOR SOLOS BY HENRY BURR, WITH ORCH. ACCOM.
- 45190 After they Gather the Hay.....Henry
- 45212 Love Me and the World is Mine.....Ball
- 45213 Where Thon Canst Rest.....Searelle
- 45214 Somewhere.....Harris
- 45216 Rohin Redbreast.....De Koven
- DUETS BY COLLINS AND HARLAN, WITH ORCH.
- 45192 Why Don't You Write When You Don't Need  
Money.....Edwards
- 45193 Susan, Kiss Me Good and Hard.....Helf & Hager
- 45194 Eliza, Save a Little for Me.....Madden
- 45195 Come Take a Skate with Me.....Edwards
- SOLOS BY MISS ADA JONES, WITH ORCH. ACCOM.
- 45211 Waiting at the Church.....Pether
- 45215 If the Man in the Moon Were a Coon.....Fisher
- 45217 It's All Right in the Summer Time.....  
Murray and Edwards
- 45218 Ethel Levey's "Virginia Song".....Cohan
- VAUDEVILLE SKETCHES, BY MISS ADA JONES AND LEN  
SPENCER, WITH ORCH. ACCOM.
- 45199 Travel On.....Byron
- 45210 Peaches and Cream.....Lowitz
- 45209 Flanagan's St. Patrick's Day.....
- 45219 The Morning after Flanagan's Night Off.....  
BANJO SOLOS BY VESS L. OSSMAN.  
WITH PIANO ACCOM.
- 45221 Smoke Mokes.....Holzman
- 45222 Whistling Rufus.....Kerry Mills
- 45223 Stars and Stripes—March.....Sousa
- 45224 Narcissus.....Nevin
- 45225 Down South.....Middleton
- 45226 Anona.....
- 45227 Bill Simmons.....Spink

### IMPERIAL CONCERT RECORDS FOR AU- GUST, 10-INCH DISC.

- BARITONE SOLOS BY ARTHUR COLLINS, WITH ORCH. ACCOM.
- 71184 When a Poor Relation Comes to Town.....  
Kendis & Paley
- 71185 Good-bye, My Honey, I'm Gone.....Smith
- 71189 The Ham What Am.....Fisher
- SOLO BY MISS ADA JONES, WITH ORCH. ACCOM.
- 71220 The Bull Frog and the Coon.....
- TENOR SOLO BY HENRY BURR, WITH ORCH. ACCOM.
- 71197 Why Did You Say Good-bye.....Alden
- TENOR SOLOS BY BYRON G. HARLAN, WITH ORCH. ACCOM.
- 71186 Grandpa, I'm Going to be a Soldier.....Rogers
- 71198 I Like Your Way.....Max Swift
- 71200 Coming Through the Rye.....Mills
- 71202 Cheer Up, Mary.....Kendis & Paley
- DUETS BY COLLINS AND HARLAN, WITH ORCH.
- 71183 Oh, Eliza, Save a Little For Me.....Madden
- 71208 Alice, Where Art Thou Going.....Gumble
- VAUDEVILLE SKETCHES BY MISS ADA JONES AND LEN  
SPENCER, WITH ORCH. ACCOM.
- 71188 Chimmy and Maggie at the Ball Game.....Fisher
- 71196 Travel On.....Byrum
- 71203 Let Me See You Smile.....Fisher
- 71204 Don't Argify.....Lowitz
- 71206 I've Said My Last Farewell.....Fisher
- 71207 Coming Home from Coney Island.....

### CALLERS ON TEA TRAY CO.

Many Jobbers Who Stayed Over from Edison  
Entertainment Placed Good Orders.

A large number of the talking machine jobbers  
who stayed over in New York for a part of the  
week following the entertainment given by the  
National Phonograph Co. called to see the sam-  
ples of the new goods exhibited by the Tea Tray  
Co. at the Hotel Imperial.

Orders comprising specific deliveries for horns  
and horn supports for the coming fall and winter  
if placed early by the jobbers of talking machines  
will insure better service than could possibly be  
obtained by holding back orders until late in

the season. The new models of No. 200 and No.  
228 cranes are very highly spoken of. They con-  
tain all the good features of the No. 20 crane  
and several improvements. In a chat with a  
member of the company last week he said:

"Many valuable patents have been obtained,  
and others are pending, which are intended to  
protect our patrons. The policy of our com-  
pany, the pioneers in the business, by the way,  
is so well known that we have found it neces-  
sary to begin to protect our interests against in-  
fringers, and these will be prosecuted with  
vigor."

### FAVORABLE JUDICIAL VIEWS.

Courts Notice the Animous of "Kickers"  
Against Talking Machine—Never Look at  
the Other Side of Things.

It is very pleasing to the trade in general to  
note the favorable judicial view entertained  
throughout the country in regard to "talkers."  
Every week or so we read of a person who has  
no soul for music complaining about a talking  
machine in his vicinity and almost invariably  
the court refuses to sustain him. Of course,  
there are cases where the talking machine is  
operated in a way to annoy people in the neigh-  
borhood, but in such cases the owner of the ma-  
chine usually heeds a protest and avoids bringing  
the matter to court. The talking machine has  
reached a point where it furnishes the musical  
entertainment of a great mass of the people,  
and in most instances the music is much above  
the trashy order.

Wholesome entertainment—whether found in  
books, talking machines, other musical instru-  
ments, or what not—is the greatest foe of intem-  
perance that exists, and those who would curtail  
those sources of pleasure that are on the moral  
side of life incidentally encourage those that are  
on the immoral side, a fact that is so well under-  
stood that the courts can be relied upon to decide  
cases in accordance with the spirit of fairness and  
with a proper regard for the good of the ma-  
jority. Few laws, however rigid they may ap-  
pear, are so inelastic as to deprive a large num-  
ber of people of innocent pleasure to the end  
that the whims of cranks and neurotics may be  
humored

The wholesale and retail stock of Edison phono-  
graphs and records carried by Kipp Bros., 217  
North Illinois street, Indianapolis, Ind., has been  
purchased by the Kipp-Link Phonograph Co. The  
latter firm have added 2,000 feet more floor space  
to their store, and will enlarge the business in a  
way that will enable them to render the dealers  
in their territory much better service through  
their jobbing department.

In a small class which graduated from a local  
educational institution, there are said to have  
been records made of the class singing the class  
song and giving the class yell. Each member of  
the class was given one of each of these records,  
which they are keeping as highly valued mement-  
oes of their school days.

## STANDARD METAL MFG. CO.

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## PHONOGRAPH HORNS AND SUPPLIES



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respect. We make all the different styles and sizes in any metals or colors, including the  
new Morning Glory Horn, which is cut on a new plan to distribute sound more evenly.

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NEWARK, N. J.  
10 WARREN ST.



## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS.

(Specially prepared for The Talking Machine World.)

Washington, D. C., August 10, 1906.

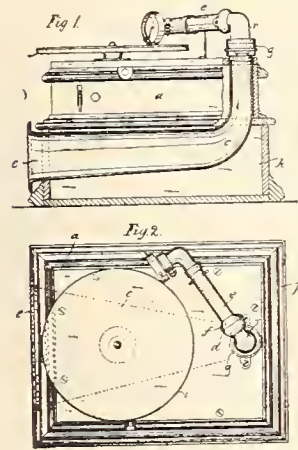
**GRAMOPHONE.** Gustav Hensch, of Leipsic, Germany, assignor to the firm of Ernst Holzweissig Nachf., of Leipsic, Germany. Patent No. 825,725.

This invention relates to phonographs and similar instruments, and its object is to locate the trumpet of these instruments so that it shall be out of the way and less subject to damage and to injury of the other parts of the instrument by being run against or unintentionally struck, as often happens when the trumpet is

arranged in the exposed position common to most apparatuses of the class hitherto known.

The invention also comprises the connection of the diaphragm arm to the end of the trumpet, so as to allow of the free movement of the latter when the trumpet is stationary.

Figure 1 is a side elevation, partly in



section, and Fig. 2 a plan of the device.

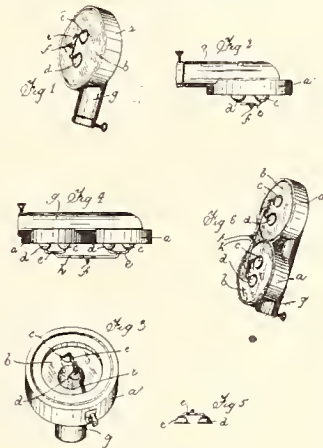
**SOUND-BOX OF PHONOGRAPHS.** Alex. Fischer, of Kensington, London, England. Patent No. 825,119.

This invention relates to improvements in the sound boxes of phonographs; that is, instruments by which the mechanical effect of vibrations of sound can be recorded on a suitable moving surface, such as a cylinder or disc, and reproduced from such surface.

The invention has for its object the reduction of the over-and-false vibration of the diaphragm of the reproducing and recording sound boxes. To this end the diameter of the diaphragm is divided into about thirds by placing on each of the two points of division a dome or bearing piece. The two domes or bearing pieces carry and are directly connected to a common stylus bar carrying (preferably at its middle) the stylus. The domes or bearing pieces and the common stylus bar carried by them lie in a direct line with the longitudinal axis of the sound box connection or sound exit tube. In the case of disc machines the bridge to the diaphragm of the sound box is connected at two points (the points of division dividing the diameter or axis into about thirds) over one another in a line with the stylus bar. The connecting pieces may go through the diaphragm in the usual way, the stylus being at the lower end of the stylus bar. By preference two sound collecting holes are employed, situated under the division points of the diaphragm and leading into the sound exit tube for other cylinder or disc machines. This arrangement has also been applied with success to two independent sound boxes which are placed in front of one another across the record for

cylinder machines and on the top of one another for disc machines. These independent sound boxes are directly connected together through a common stylus bar and a common exit tube, and have one common reproducing stylus.

Figure 1 shows perspective view of sound box. Fig. 2 shows elevation of same. Fig. 3



shows perspective view of sound box for that description of phonograph known as the "gramophone." Figs. 4 and 6 show a method of applying the invention to two independent sound boxes. Fig. 5 shows a detail hereinafter referred to.

**SOUND-REPRODUCING DISC FOR GRAMOPHONES.** Achille Maitre, of Delemont, Switzerland. Patent No. 825,065.

The distinguishing feature of this invention consists in that the sound-reproducing disc has each of its two faces constructed as a spirally-grooved working surface in the form of a truncated cone. A first object which is attained by this special formation of the disc faces is to enable the disc to be used on each of its two faces, with the effect of enabling the receiving stylus to follow more easily the spiral grooves, owing to the inclination of the grooved parts, and at

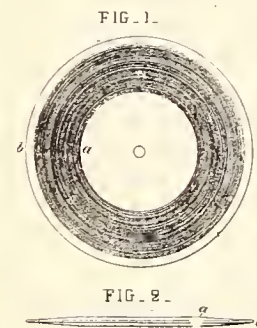
the same time to diminish the friction thereof, because the declivity or inclination of the grooved working faces of the disc aids somewhat in the motion of the receiving stylus.

Another great advantage of this double cone disc consists in that the latter has in its middle portion relatively great

thickness, so that it is very solid and resists well breaking and bending strains, during its manipulation or under other influences.

In the accompanying drawings, Figure 1 represents by way of example the preferred form of the improved disc in plan view, and Fig. 2 is an elevation of the same viewed edgewise.

In the construction shown the disc is provided upon both faces with spiral grooves for



the purpose of reproducing two airs, these faces being inclined to form each a working surface in the form of a truncated cone. This inclination of both the disc faces is arranged in such a manner that the thickness of the disc in its grooved part diminishes gradually from the point a to the periphery b, whereby the disc possesses in its middle portion a relatively great thickness. For both working faces of the disc the reproducing stylus will travel from the inner end of the spiral to its outer end. The disc of this invention is intended to be mounted upon a stationary shaft which can only perform rotary motion around its geometric axis.

**MANDREL FOR PHONOGRAPHIC RECORDS.** William H. Gates, of Norwich, Conn. Patent No. 825,045.

This invention relates to record supporting mandrels for use with talking machines, the immediate object being to provide a removable mandrel in which provision is made for adjusting the record longitudinally relatively to the said mandrel.

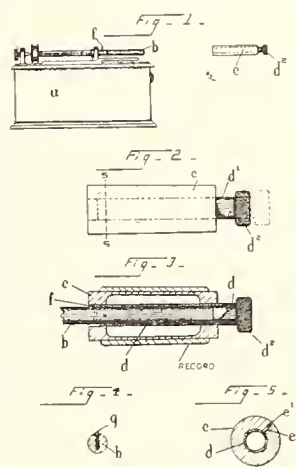
Heretofore it has been the universal practice to provide in talking machines using cylindrical records a slightly tapering mandrel that is fixedly secured to or formed as an integral part of the screw shaft that operates the traveler upon which the reproducer is mounted. The cylindrical record is slipped upon said mandrel until it fits the same snugly,

no provision being made for adjusting the record lengthwise. As stated above, the present invention provides for such adjustment, and thus makes it possible to

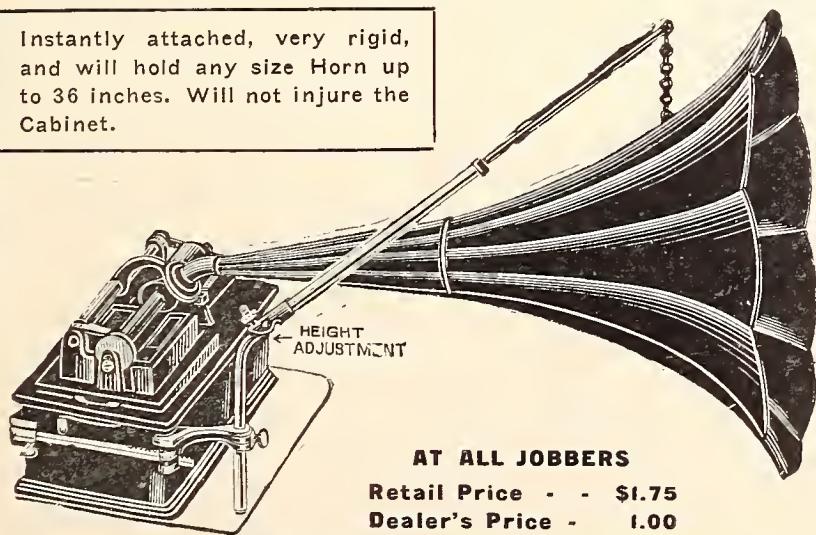
so position the record with respect to the reproducer that the latter will be started into action sooner or later, as may be desired—that is to say, the record may be readily and accurately

positioned so that the reproducer will engage it at any point throughout the length of said record, and will begin speaking at that particular point. In addition to this desirable result the present invention also anticipates the provision of automatic means for transferring records one at a time from a relay or magazine of records to the mandrel of talking machines of this class, and for removing said records after they have been used, the present improved form of mandrel being specially adapted for use with such automatic mechanism.

The invention is illustrated in the accompanying drawings. Figure 1 is a side elevation of a phonograph case having mounted thereon the shaft which ordinarily receives the cylindrical record. In this figure one of the newly invented record supporting cylinders is also shown in position to be slipped upon the said shaft. Fig. 2 is a relatively enlarged side view of a mandrel embodying the essential features of the present invention, and Fig. 3 is a longitudinal central



Instantly attached, very rigid, and will hold any size Horn up to 36 inches. Will not injure the Cabinet.



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## THE UNIVERSAL HORN CRANE

A Crane equally well adapted for Edison Phonographs and Columbia Graphophones. A novel, effective device for raising or lowering horn. Fully nickel-plated.

## IDEAL FASTENER CO.

Horn Crane Dept., 2722 Third Ave. NEW YORK CITY



sectional view of said mandrel, showing also a "record" mounted thereon, as well as a portion of the shaft above referred to. Fig. 4 is a transverse sectional view of said shaft at the point where it is intersected by a certain friction plug g. Fig. 5 is a transverse sectional view of the mandrel taken on the line 5 5 of Fig. 2.

MULTIPLE DUPLICATING APPARATUS FOR SOUND-PRODUCING RECORDS. Emile Desgrandchamps, of Paris, France. Patent No. 824,710.

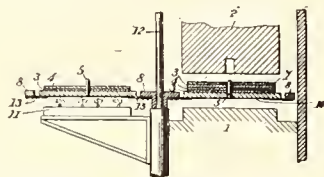
This invention relates to the manufacture of plate or disc records for talking machines, and its object is the impression of such plate records for sound producing instruments, which records are made of hard but elastic material when in a cold state, and which softens when heated, the impression of these plates being performed by means of a press provided with a movable device or a turntable carrying the disc and which allows simultaneously or not the heating of the discs or of the material previously to the compression or to the cooling of the discs or the corresponding plates, disc, and the like during or after the compression.

The annexed drawing given by way of example shows a vertical section of a special form of this press.

A table 8, which may be rotated round a vertical shaft, carries, by means of springs 13, plate forms 10, which may be lowered by the action of the pressure and rest upon the lower plate form 1 of the press, which is cooled by circulating water or in any other preferred manner, as well as the plate 2 of the press, which is movable. The plate form 10, carrying a die or electro block 3, has previously been heated over burners 11 or otherwise. Afterward the rotation of the movable table 8 carries under the plate form of the press the previously heated die, as well as the plate 4 to be impressed, upon which is arranged a second also previously heated die 3 and an auxiliary plate 7, which is compressible and made of felt, asbestos, tin, zinc and the like if the impression is to be obtained on both sides at a time or simply the compressible plate if the impression is only to be done on the under side of the disc record. This compressible plate 7 may also be previously heated if the nature of the disc to be impressed requires that. It may also be wedged up under the movable plate 2. Then different superposed plates may be kept in place by a centering pin 5 or by the walls of a kind of mold. The turntable may be composed of a plurality of discs 10, so that while one die is under pressure another one is heated and a third one cooled. A press of this kind permits any loss of time to be avoided, as simultaneously one disc record may be under pressure while

another die intended to receive the pressure is heated and while a third disc record which has just been compressed may be separated from its cooled die.

The compressible plates 7 are intended to render the pressure uniform on the whole area of the pressed surface and to control the cooling, which is very useful, as the materials which are



hard and elastic at ordinary temperature generally soften but difficultly when hot, and as the cooling under pressure rapidly leads to the limit temperature at which the plasticity ceases and the elasticity begins.

It has been noticed that with plate records made of hard and elastic material a sapphire or glass point would be very convenient for producing purposes even if the record has been made by sinuosities (record of a gramophone). The points need not be changed after each reproduction, and the record wears very little, as the spiral of the record is even polished by the successive passages of the point. Besides this, the obtained disc records are practically unbreakable. They may be homogeneous if the thickness of the elastic material is sufficient to allow the impressed layer to remain plane without the aid of a layer of any material (cardboard and the like) upon which it is usually mounted.

SOUND BOX FOR PHONOGRAPHS AND THE LIKE. Piotr Lebedzinski, of Warsaw, Russia. Patent No. 825,738.

The capacity of a diaphragm for recording or reproducing sounds of a varying pitch in the proper strength and tone color chiefly depends upon its pitch or tone, and each pitch or tone of the diaphragm comprises only a certain progression of notes which may be recorded or reproduced approximately correctly. A lowly keyed diaphragm will always reproduce the low notes in a louder and more natural manner than the high notes, which in a so-keyed diaphragm are feeble and have an unnatural color, while on the contrary, a highly tuned diaphragm will reproduce the high notes in a louder fashion and in a more correct tonality than the low notes, which in a so-keyed diaphragm are weaker and unnatural. In short, each diaphragm in accordance with its pitch will vary that proportion between the overtones and the fundamental which determines the color of the notes, so that also the true reproduction and strength of the tones will be more or less influenced.

In order to satisfy as much as possible all the requirements, the diaphragms used in phonographs, gramophones, telephones, etc., are usually tuned to a mean succession of sounds, although the above-mentioned defects will remain unaltered at both ends of the scale. Thus, for example, the notes of the violin when reproduced will always resemble those of the flute or the whistles and the notes of a trumpet or the piano bass notes will resemble cries, they being without depth and strength, while only the intermediate notes between certain limits, the pitch of which is in accordance with that of the diaphragm, will be reproduced comparatively truly and in the correct strength. The same is true of the recording diaphragms which are not uniformly sensitive for all notes, and therefore will record the several sounds only in correspondence with its pitch and not always in a manner true to nature. Now that the musical scale comprises at least seven octaves (certain overtones of the several notes remaining still without these limits), but the capacity of the diaphragm comprises only about two octaves, it follows that the diaphragm will have to satisfy other conditions in order to be able to correctly reproduce or record every sound or note possible. First of all, the diaphragm requires to have a pitch that may vary within very wide limits, and, secondly, the diaphragm requires to be combined with devices by means of which its pitch may be varied, not only when at rest, but also when working—that is, during the recording or reproducing operation. In other words, the diaphragm requires to be capable of accommodating in a similar manner as the eye or the ear.

The object of this invention is to provide a diaphragm which will record or reproduce accurately and distinctly tones of widely varying pitch and be adaptable during operation to a tuning adjustment. To this end the diaphragm comprises a central portion composed of a hard material and an outer portion of an extremely flexible fibrous material adapted to stretch radially to change the tension of the diaphragm.

Figure 1 is a longitudinal central section through a sound box. Fig. 2 is a cross-section through the line y z in Figs. 1 and 3. Fig. 3 is a section similar to Fig. 1, in which the diaphragm is modified. Fig. 4 shows diagrammatically the arrangement of two different diaphragms with a common stylus lever, and Fig. 5 shows diagrammatically the arrangement of two different diaphragms with a common stylus carrier.

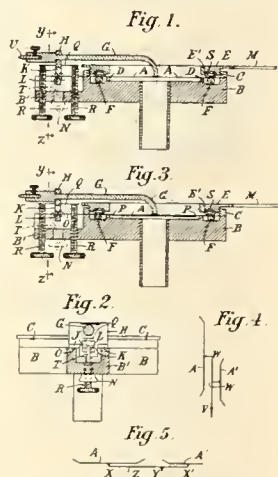
COLLAPSIBLE PHONOGRAPH HORN. C. A. Senne, New York. Patent No. 811,877.

This invention relates to an improved horn especially designed for use in connection with talking machines and the like, the object being to provide a horn that may be "knocked down," so that it may be readily packed in a small space, and also that its transportation may be facilitated.

With these briefly stated objects in view, the invention consists in providing a series of blades or sections, each having their edges formed with flanges over which is secured a locking rib, by which the sections are securely held together, and sleeves having tubular portions engaging alternate ribs, the device as a whole being in the shape of a horn.

The invention also comprises means for holding the horn to the tube nozzle, which is also employed for locking the sections and holding the horns in a perfectly secure condition.

Figure 1 is a perspective view of a horn constructed in accordance with the invention. Fig. 2 is a plan view of the same. Fig. 3 is a detail section on the line 33 of Fig. 2. Figs. 4 and 5 are enlarged detail sections drawn through the uniting ribs and flanges. Fig. 6 is a detail per-



**"MIRA" MUSIC BOX**  
(Marvelous)

Best in Construction

Unequaled for Sweetness, Harmony and Volume of Tone



The following are some of the dealers handling the "Mira" Music Boxes:—

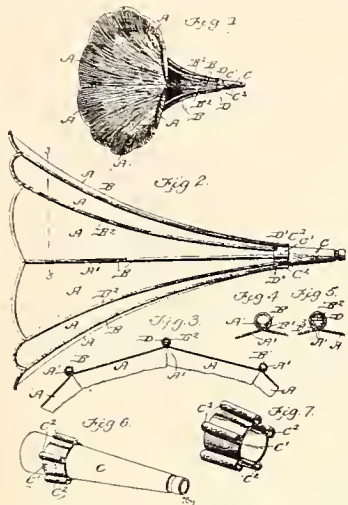
LYON & HEALY, Chicago, Ill.  
SHERMAN, CLAY & CO., San Fran., Cal.  
SHERMAN, CLAY & CO., Oakland, Cal.  
SHERMAN, CLAY & CO., Seattle, Wash.  
OLIVER DITSON CO., Boston, Mass.  
J. E. DITSON & CO., Philadelphia, Pa.  
C. H. DITSON & CO., New York.  
JOHN WANAMAKER, New York.  
JOHN WANAMAKER, Philadelphia, Pa.  
MACKIE PIANO & ORGAN CO., Rochester, N. Y.  
BENTON, COTTIER & DANIELS, Buffalo, N. Y.  
S. HAMILTON, Pittsburg, Pa.  
KRELL PIANO CO., Cincinnati, O.  
CARLIN & LENOX, Indianapolis, Ind.  
FINZER & HAMMEL, Louisville, Kentucky.  
O. K. HOUCK PIANO CO., St. Louis, Mo.  
A. HOSPE, Jr., Omaha, Neb.  
S. KANN SONS & CO., Washington, D. C.

Write for Catalogue and Prices

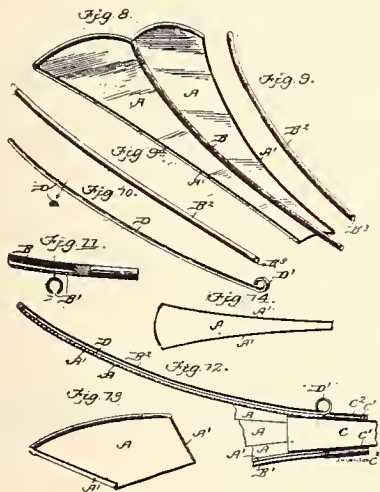
**J A C O T**  
Music Box Co.  
39 Union Sq., New York



spective view of the tube nozzle, showing the improvement arranged therein. Fig. 7 is a detail perspective view of the improved sleeve that fits



upon the tube nozzle. Fig. 8 is a detail perspective view of one of the sections of the horn. Figs. 9 and 9a are detail views of the hollow uniting ribs. Fig. 10 is a detail view of one of the strips which are arranged in the ribs. Fig. 11 is a detail section of the inner end of one form of unit-



ing rib. Fig. 12 is a longitudinal section drawn through one of the uniting ribs and the tube nozzle. Fig. 13 is a detail perspective view of the outer end of one of the blades, and Fig. 14 is a detail plan view of a complete blade.

### NEW LINE OF HORNS

Being Placed on the Market by Hawthorne & Sheble Mfg. Co.—Business Very Active.

The new line of decorated flower horns shown to the trade by the Hawthorne & Sheble Manufacturing Co., of Philadelphia, have found immediate favor and large orders are waiting. The line is such as will enable any jobber or dealer to round out his stock with artistic horns of decided feature of decoration and finish. A number of the decorated horns made by the above concern are distinctly new in their design, and are a departure from established lines.

It has been reported that the Hawthorne & Sheble Manufacturing Co. are pushed to their extreme capacity, even during the so-called dull season, to supply goods. Their increased facilities, however, will enable them during the coming season to make prompt shipments on all orders they have booked for future shipment.

The jobbing trade and dealers this season are taking time by the forelock, due to their experience last season, and are placing orders for from six to eight months in advance. Their wise precaution is due to large demand for talking machine supplies.

### A PROGRESSIVE INSTITUTION.

One of the most complete and up-to-date piano, graphophone and musical instrument stores to be found in Ohio is the combined store of S. H. Lightner and the Columbia Phonograph Co. in the Y. M. C. A. Building, at 104 East Federal street, Youngstown. Manager Harry B. Bibb is in charge of the Columbia interests and reports

a good business up to the present. Mr. Lightner handles a line of high-grade pianos, organs and musical instruments, while Mr. Bibb carries Columbia graphophones of all sizes and descriptions. The largest stock of records ever carried by any musical house in Youngstown is being handled by this concern.

### WHY IT'S BEST TO BE A HEN.

A Duck was one day bewailing his fate to a Rooster.

"Here I work all year round," said the Duck;

"lay larger eggs than the hen and more of them than the hen, and still there is no flattering poetry written of my efforts toward feeding mankind."

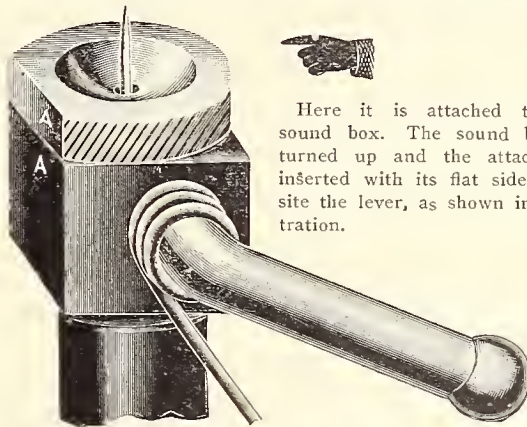
"Well," said the Rooster, "you lay the egg and walk away quietly. Why don't you do like the hen—advertise?"

Moral.—Call attention to yourself and your business. Your competitor won't do it for you. The world won't know you're doing business if you don't cackle about it.

Be a hen, not a duck.

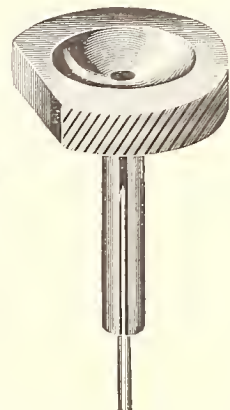
## YOU HAVE WAITED FOR THIS!

AN ATTACHMENT FOR HOLDING SOFTERTONE AND MEDIUM TONE NEEDLES IN THE NEW SPRING CLAMP NEEDLE ARM OF THE VICTOR EXHIBITION SOUND BOX



Here it is attached to the sound box. The sound box is turned up and the attachment inserted with its flat side opposite the lever, as shown in illustration.

Here is the Needle Clamp Attachment separate.



Without this attachment it is impossible to use softer and medium tone needles on the spring clamp needle arm. It is perfectly simple, easily attached, holds like a vise and is made in two sizes—for softertone and for medium tone needles. Order as NEEDLE CLAMP ATTACHMENT and specify which needle is to be used.

Price, 25 cents each

Special prices to jobbers and dealers

**The Softertone Needle** is growing in popularity every day. The loud tone needle, of course, is a necessity to the dealer for selling machines, but it is often too loud for home use. When a customer takes a machine home he finds the softertone needle a great relief. Instead of tiring it perpetuates the use of the machine. This means record sales.

**It Costs Less** One Softertone needle will play six records. Less time is used in changing needles, and there is less wear on the records. A record will last three times as long when the softertone needle is used. We did not accept this fact until satisfied by numerous tests. You owe it to yourself to make a test if in doubt.

FOR SALE BY LYON & HEALY, CHICAGO



**Mr. Dealer:**

If you want always to get the goods, send your orders to a house of exclusive  
**Victor Jobbers.**

**STANLEY & PEARSALL,**

541 Fifth Avenue, N. Y.

**WE ARE NOT GIVING AWAY HORNS**

But our Prices will Certainly Interest You.

**THE BETTINI PHONOGRAPH CO., Ltd.,**

156 West 23d Street, New York.

**EDISON PHONOGRAPHS**

JOBBER IN

RECORDS AND SUPPLIES

**VICTOR TALKING MACHINES**



# Leading Jobbers of Talking Machines in America

## OLIVER DITSON COMPANY

Are the largest Eastern Distributors of

### Victor Talking Machines and Records

Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

150 Tremont St., BOSTON, MASS.

## SAINT LOUIS TALKING MACHINE CO.

Southwestern Headquarters for

### Victor Machines and Records

We are Specialists of long experience and guarantee satisfactory service

SAINT LOUIS, MO.

## I. DAVEGA, Jr., Jobber of

### EDISON PHONOGRAPH and VICTOR TALKING MACHINES, RECORDS and SUPPLIES

Large Stock of CYLINDER and DISC CABINETS  
125 W. 125th St., and 802-4 Third Ave., NEW YORK  
WM. H. FREELAND, Mgr., Wholesale Dept., 125th St.

## PACIFIC COAST HEADQUARTERS FOR EDISON PHONOGRAPHS AND RECORDS.

### Peter Bacigalupi,

SAN FRANCISCO, CAL.

## THE CABLE COMPANY

CHICAGO.

Special attention given dealers in all lines.

Complete Stock Disc and Cylinder.

### Columbia Graphophones

Records and Supplies.

You will find it to your advantage to give

A. C. HUFF,  
BETHLEHEM, PA.

A chance at your COLUMBIA WANTS

Complete Disc and Cylinder Stocks

## OHIO PHONOGRAPH CO., Youngstown, O.

LARGEST JOBBERS

Columbia Graphophones  
DISC AND CYLINDER RECORDS IN OHIO  
Orders promptly filled

## HARGER & BLISH

Western Distributors for the

### VICTOR COMPANY.

It's worth while knowing, we never substitute a record.

If it's in the catalog we've got it.

DUBUQUE, IOWA.

IF YOU'RE IN WESTERN MICHIGAN  
it will be money in your pocket to order  
Victor Machines and Records  
... of ...

JULIUS A. J. FRIEDRICH  
30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving  
in Transportation Charges

## FINCH & HAHN,

Albany, Troy, Schenectady,  
Jobbers of Edison

### Phonographs and Records

100,000 Records

Complete Stock Quick Service

## PITTSBURG PHONOGRAPH CO.

VICTOR and EDISON  
JOBBERs

Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

ALSO HEADQUARTERS FOR

### Columbia Graphophones

RECORDS and SUPPLIES.

Write for Catalogue.

## Portland Talking Machine Co.

PORTLAND, MAINE

Just Received - Complete Stocks

### COLUMBIA DISC AND CYLINDER GRAPHOPHONES

Disc and Cylinder Records  
Prompt attention given all Orders

## Minnesota Phonograph Co.

ST. PAUL

MINNEAPOLIS

37 E. 7th Street

518 Nicollet Avenue

### Edison Phonographs and Records

ALL MACHINES, RECORDS AND SUPPLIES  
Write for Prices on Supplies.

Orders filled same day as received.

## GEO. BORGFELDT & CO.,

CHICAGO. NEW YORK. ST. LOUIS.

### COLUMBIA JOBBERS

Disc and Cylinder.

Graphophones, Records and Supplies.

T. H. TOWELL, Pres. & Treas.

## THE ECLIPSE MUSICAL COMPANY

JOBBERS OF EDISON PHONOGRAPHS,  
VICTOR TALKING MACHINES,  
RECORDS AND SUPPLIES.

LARGEST STOCK, 714 Prospect Ave., Cleveland, O.  
QUICKEST SERVICE.

## S. B. DAVEGA,

EDISON JOBBER  
VICTOR DISTRIBUTOR

Kaiser's Illuminated Signs for Edison, Victor and Columbia Records

32 East 14th St.

New York City.

## COLUMBIA ORDERS

for the New CYLINDER GRAPHOPHONES,  
equipped with the New Spring Contact Repro-  
ducers and Columbia X P Records, executed  
same day as received by

### SPALDING & CO. SYRACUSE, N. Y.

## CLARK, HORROCKS & CO.,

Utica, N. Y.

Unexcelled Service on COLUMBIA GRAPHOPHONES

Records and Supplies.

Complete stock of all New Types. New Catalogue  
now ready.

## DENHOLM & McKAY CO.

WORCESTER, MASS.

EXCLUSIVE COLUMBIA JOBBERS  
Disc and Cylinder

If it's in the Catalogue we have it in large quantities

## KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

## NEW ENGLAND

JOBBING HEADQUARTERS

### EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street BOSTON, MASS.

## BENJ. SWITKY

Victor and Zonophone Distributor

\*Phone 665 Gramercy

27 E. 14th St., New York City

## Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines  
and Records.

## SEAVEY BROS.

HAVERHILL, MASS.

We can make Immediate Shipment of  
All Orders for

### Columbia Graphophones and Records

Give us a Try, and you will try again

## Victor Talking Machines and Records

SELF-PLAYING PIANOS.

Catalogs and Prices on Application.

Pacific Coast Distributors

Sherman, Clay & Co.,

San Francisco,  
Los Angeles,  
Seattle.

## NEAL, CLARK & NEAL CO.,

BUFFALO, N. Y.

Largest Stock of

### COLUMBIA GRAPHOPHONES

and Cylinder Records in Western  
New York.

We have what you want when you want it.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great.  
Be sure and have your firm in the September list.



# Leading Jobbers of Talking Machines in America

PERRY B. WHITSIT L. M. WELLER

## PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

Most complete line of Talking Machines, Records and Supplies in the west. Orders filled promptly

Columbus Representatives

**COLUMBIA** Cylinder Graphophones  
AND RECORDS.

Established 1896.  
**THEO. F. BENTEL CO.**

Pittsburg Headquarters For

## EDISON-VICTOR-COLUMBIA

TALKING MACHINES, RECORDS and SUPPLIES

Exclusive Pittsburg Distributors for  
American Records, Hawthorne & Sheble  
Mfg. Co.'s and our New Taper  
Arm Machines.

Write us for quotations.

435-437 Wood Street, Pittsburg, Pa.

## SOL BLOOM

SOL BLOOM BUILDING

3 E. 42d Street, New York

**VICTOR DISTRIBUTOR**  
**EDISON JOBBERS**

All the Latest Novelties in Talking  
Machines, Attachments, Supplies, Etc.

## Eclipse Phonograph Co.,

Hoboken, N. J.

Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

## M. M. MARRIN & CO.

Grand Rapids, Mich

Exclusive Columbia Jobbers. Com-  
plete Stock Disc and Cylinder  
Columbia Records and Graphophones.  
All Orders Shipped Promptly

CHICAGO HEADQUARTERS

for

## COLUMBIA

Disc and Cylinder Graphophones and Records  
Exclusively COLUMBIA Lines.

HIBBARD, SPENCER, BARTLETT & CO., Chicago

## JOHN F. ELLIS & CO.

WASHINGTON, D. C.

Distributor

**VICTOR** Talking  
Machines  
and **RECORDS** Wholesale and Retail  
Largest Stock in the South

**EVERY JOBBER** in this country should be repre-  
sented in this department. The cost is slight  
and the advantage is great. Be sure and have your  
firm in the September list.

## DEATH OF ROBT. L. THOMAE.

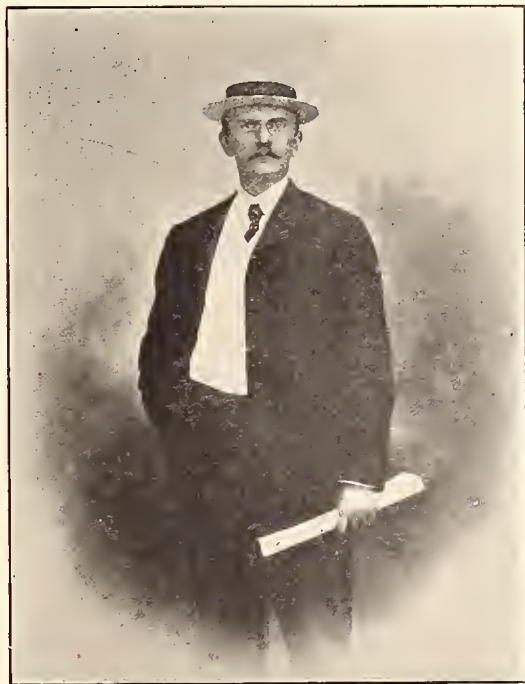
Drowned at Atlantic City on July 21st, While  
Trying to Save His Daughter, Who Also  
Lost Her Life.

It is with exceeding regret that we announce the death of Robert L. Thomae, which occurred on Saturday, July 21, at Atlantic City, N. J., under extraordinarily sad circumstances. Mr. and Mrs. Thomae and their daughter Helen, aged thirteen, had been visiting Atlantic City, and about five o'clock on Saturday Mr. Thomae and his daughter decided to take a sea bath. Mrs. Thomae did not don a bathing suit, but sat on the land watching the father giving the little girl her first lesson in swimming. Finally, tired with the exercise, Mr. Thomae went upon shore and joined his wife. Helen remained behind, wading in the water which did not reach her waist. The first inkling Mr. Thomae had of her danger was when he heard a plaintive cry of "Papa! papa! help me!" Before he could reach his daughter a swirling current had carried her beyond his depth. Striking out he managed to reach her side, and, seizing her bathing suit, attempted to drag her ashore. For fully ten minutes he struggled in the waters, but, becoming exhausted, the father sank to his death, still clutching the bathing suit of the lifeless girl.

The battle waged by Mr. Thomae, first to save the life of his daughter and later that of himself, was watched by a crowd of hundreds who gathered on the beach, helpless to extend aid. The breakers ran with terrific force, sufficient to balk the efforts of the life guards, who rushed to help. At last they manned a lifeboat and forced it through the surf within reach of Mr. Thomae's body, which was floating, face downward. His grasp of his child had loosened, and the body had disappeared. The men quickly pulled the father's body into the boat and carried him ashore, while every effort of the physicians was futile to bring back a spark of life. The body of Miss Thomae was washed ashore late Saturday night.

The late Mr. Thomae, who resided in Fanwood, N. J., was in the very prime of life, being 49 years of age. He had long been connected with the talking machine business, and was considered one of its leading experts. He had been long associated with the Victor Talking Machine Co., of Camden, N. J., in various confidential capacities. He was a gentleman of culture and unusual attainments, and keenly interested in the talking machine industry. It was only recently in The

World sanctum that Mr. Thomae spoke in the most optimistic vein regarding the future of the talking machine and its great possibilities in varied lines of effort. He took a very active part in the deliberations of the committee which framed the copyright bill, recently presented for the consideration of Congress. His sad death is a



THE LATE ROBT. L. THOMAE.

disinct loss to the industry, and The World extends to his widow the sympathy, not only of this paper, but of a host of friends in the trade, in the dual loss which she has sustained.

The funeral of Mr. Thomae and his daughter, which took place from the residence of Mrs. Jas. B. Carter, at Fanwood, N. J., on July 24 last, was largely attended.

## THE "TALKER" IN THE HARVEST FIELD.

More light has been thrown upon the continual growing sphere of the talking machine by an item from Salt Creek, O. In order to add spirit to the efforts of his neighbors at raising of Val Hunter's barn, John Taylor entertained the workers with a number of fine selections on the graphophone. Lo, a new field for possibilities. At the present rate the talking machine may be expected to supersede the jug of hard cider at harvest times as an exhilarator, and in other

ways lighten the labors of the farm hands through the influence of sweet music.

## THE VICTOR AND THE STEINWAY.

Manager Grannis, of the Knight-Campbell Music Co., Denver, Col., recently conceived an extremely bright method of emphasizing the value of the Victor talking machines. In arranging a window display he placed a Steinway piano in the center and surrounded it with Victor machines. The accompanying sign read: "The Victor is the Steinway of Talking Machines—the Standard," and who doesn't know the standing of the Steinway? "Nuff sed."

## HERE'S A RECORD WORTH NOTING.

The business resulting from a talking machine department may be judged from the report of a Syracuse, N. Y., dealer after stock taking. His year's net business in all amounted to \$250,000, of which \$50,000 represented the sales of sporting goods and musical merchandise, his original lines, and the \$200,000 was from talking machines. Of course, he got out and hustled, but then the results were pretty fair, eh?

## AN OLD EDISON PHONOGRAPH.

(Special to The Talking Machine World.)

Pontiac, Mich., Aug. 6, 1906.

The Davis Phonograph & Music Co. have on display one of Edison's first phonographs, which was made 26 years ago. It is of cast brass, and weighs 175 pounds. The machine was worked by hand, and has a flywheel weighing over 60 pounds. The cylinder is over a foot in circumference, and instead of wax, tea lead or tin foil was used as a record. It is the property of the American Phonograph Co., and was purchased by them for \$2 of a junk dealer. It is valued at \$500.

The Columbia Phonograph Co., through their branch located at 104 East Federal street, Youngstown, O., recently donated a Twentieth Century machine for use at an outing of the M. E. churches on Conneaut Lake. The music and source from whence it came was greatly appreciated by the excursionists.

The Pittsburg Phonograph Co., of Pittsburg, have been incorporated with a capital of \$25,000. Directors: J. L. Wagoner, D. M. Wagoner, E. E. Irwin and others.

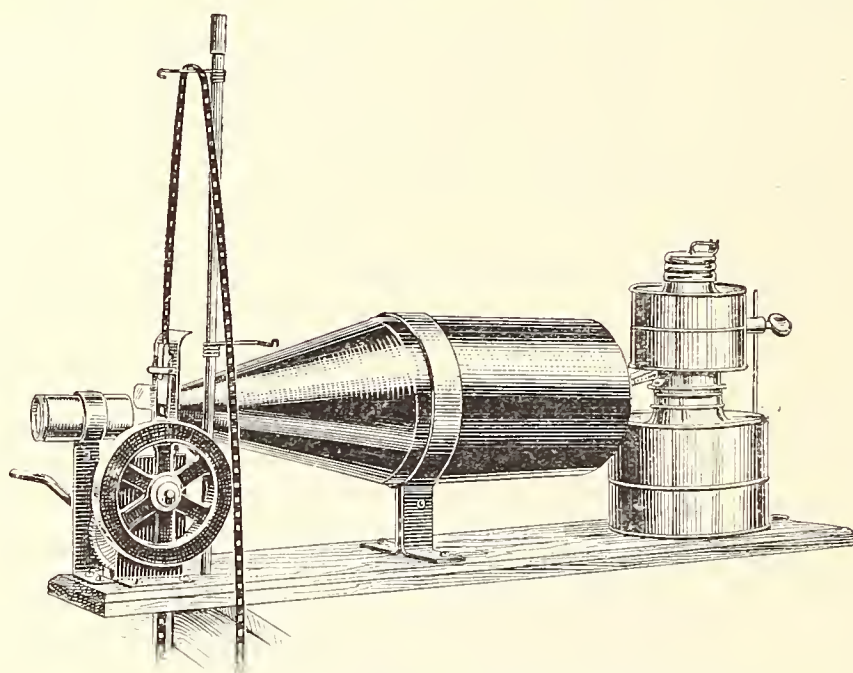


The Automatic Marvel of the Age

# "THE VITAK"

## Moving Picture Machine

JUST WHAT EVERY ONE IS LOOKING FOR



THIS MACHINE IS CONSTRUCTED FOR HOME USE

It throws a Moving Picture from a Photographic Film—on a screen—of a suitable size for the home. Can also be used as a Stereopticon. It is so constructed that not the slightest possible element of danger enters into its operation and it can be sold at a price that places this remarkable pleasure maker within the means of every family. Any child can operate it.

*Talking Machine Men can make money by handling "The Vitak," not to speak of a steady trade in Films, which can be built up as easily as the record business.*

*We will send to The Trade—One Vitak combination Moving Picture and Stereopticon Machine. One Moving Picture Film, 320 Pictures. One 500 candle power safety lamp and generator.*

*This Sample Outfit complete and ready for use will be sent—TO THE TRADE ONLY—on receipt of \$4.00.*

We absolutely guarantee these machines in every respect. If not wholly as represented, return at our expense inside of 5 days and money will be refunded.

NEW YORK VITAK CO. Inc.

10 BARCLAY STREET  
NEW YORK CITY



## With the Makers, Sellers and Users of Automatic Specialties

### REVIEW OF TRADE CONDITIONS.

**Business for Month Little Behind May and June—New Slot-Controlled Devices to Be Placed on Market the Coming Season.—A Business That Calls for Long Study and Thought—Always Room for New Ideas.**

Business in this trade during the past month has, if anything, been a little behind that of May and June. The outlook for the coming month, however, is exceedingly bright, and the present slight respite comes as a God-send to all desiring a short summer vacation. One feature of the coming fall trade, which will be sure to stir things up a little, is the large number of new slot-controlled devices about to be placed on the market. While these, it is true, consist mostly of improvements on models now in use, yet some of them are not only radically new, but many original and catchy features are involved, which stamp them among the class known as "money getters."

The manufacturing of slot-controlled machines is an undertaking which necessitates long study and thought, and even then it is, more or less, a gamble. The impossibility of estimating the real earning power of a new machine until it is tested by the public is undoubtedly the cause both of the many failures in this field and the large number of machines now on the market that are really worthless, and will soon find their way to the junk pile. Yet, with this and other equally trying things to contend with, there is absolutely money to be made, and lots of it, too, in the automatic business. And still we hear men who, because they lacked the brains or stick-to-itiveness that would have wrested success from failure, "knock" this business and declare it "worked out," or that there is no field for new devices of this kind.

Let anything of true merit show itself, and see how quickly it is snatched up by our sharp-eyed parlor managers who are constantly on the lookout for new attractions. No one knows better than do these men the incessant call of the public for the new and novel.

This trade worked out? Rather say we need more new men in it who have ideas and push about them. Push has made American men what they are to-day. It is the great American spirit condensed into a monosyllable. Hand in hand with push goes publicity as a motive power toward success. The two are so close that it is difficult to know them apart. The man of push is a champion of publicity. If he has a good thing he wishes the public to know about it. If he has goods to sell there must be push and publicity if he would convert those goods into income. What is the use of having the goods to sell if no one knows of them? How are the buyers to be found? Push and publicity will provide the articles to be sold and the persons to buy them. Push and publicity are the antidotes of stagnation and starvation.

It has been the policy of The World from the start to help advance the interests of the automatic business and to bring the manufacturers into closer contact with the consumer. This will be our policy in the future, and this department will welcome any suggestions to this end. It is our aim to be helpful to all engaged in this line of business.

### TO TRAVEL FOR THE REGINA CO.

L. T. Haile, formerly with the Auto-Electric Co. and the Rudolph Wurlitzer Co., has been engaged to travel for the Regina Co. W. C. Pross,

of the Regina Co., has been advanced to assume the territory formerly looked after by L. C. Wilbur, who is now in charge of the New York store of the Regina Co.

### TO TEST SPRINGFIELD ORDINANCE.

**Case of Burns Will be Taken to Highest Courts of the State.**

(Special to The Talking Machine World.)

Springfield, O., August 6, 1906

William Burns, manager of the moving picture parlor at No. 49 East High street, will test the validity of the city's graphophone ordinance in common pleas court.

He was placed on trial in police court for violating the ordinance, found guilty and given the minimum fine of \$10 and costs. A motion was made for a new trial and overruled without argument that the case might be appealed at once.

Professor Robert Brain, testifying for the State, said that the continuous playing of the machine made his work in his conservatory in the Book-walter Building very difficult.

Dr. Converse testified that it was almost impossible to carry on a conversation with his patients, and that he could hardly hear over the telephone when the machine was playing. His office is in the Mitchell building.

The doctor admitted under cross-examination that he had on several occasions requested the manager to play certain pieces on the machine.

Alpha Gross, testifying for the defense, said that he had sold the graphophone in question to Mr. Burns, and that he had used it previous to the sale to advertise his own business.

The receipt for \$50 for a license from the Mayor to conduct a talking machine and picture show parlor at No. 49 East High street for one year at \$75 a month, were introduced in evidence and will be taken to the common pleas court.

### PHONOGRAPH-BIOGRAPH.

**New Form of Producing the Illustrated Song and Story.**

Phonographic parlors have passed the experimental stage, and have universal approval. The combination of the phonograph and the kinematograph has also proven popular.

At the present time an enterprising promotor is establishing permanent biograph exhibitions in the larger cities, the admission being small, with a change of pictures twice a week.

A New York City inventor still further improves the biograph by the assistance of the phonograph. In other words, he has greatly simplified the production of the illustrated song. Simultaneously with the projection of pictures upon a screen, a phonograph is utilized to render a musical composition in conjunction with the illustration.

### BURNT LEATHER POST CARDS.

A novelty to have any permanent selling value must be one, though a fad, that can be put to some good use. The burnt leather post card is one of these. The feminine eye has been caught and now you can find these cards made into couch covers, pillows, handkerchief holders, table-covers and a hundred and one other articles of value.

The idea of the collector is, of course, to get as many from different parts of the country mailed by friends as possible. Talking machine dealers can make a large profit by handling these cards as a side line. Their display in the window will induce many to enter the store to buy

who never would have stopped. This might mean a number of extra "talkers" disposed of in a year, and, at any rate, will do no harm.

The Risley Bird Manufacturing Co., 94 Fifth avenue, this city, are making a special offer to the trade in their advertisement in this issue, and it will pay any one to read it over carefully.

### A NOVEL MACHINE

**Is the Eidophone Designed by Mrs. Watt-Hughes—Has Unlimited Possibilities.**

The eidophone is a novel picture-making apparatus designed by Mrs. Watts-Hughes. It consists of a receiver, resembling an inverted conical ink bottle mounted upon a cylinder, and a long tube fitting into the bottom of the latter. Over the top of the receiver is stretched a membrane, which may be made of paper, parchment, silk, goldbeater's skin, thin tin or rubber.

Sand, powder of some kind, or even small seeds, may be placed on the membrane. When a person sings in the tube surprising results are noticed. The most delicately wrought pictures are formed by the loose material.

Even water or milk spread on the membrane will respond in pictures and figures to the vibrations caused by the voice, various patterns being formed, according to the power or intensity of the notes.

"I noticed," said the experimenter, "that the seeds which I had placed on the rubber membrane, instead of scattering promiscuously in all directions or falling over the edge, resolved themselves into a perfectly geometrical figure."

"Wondering if this were the result of mere accident, I cleared the diaphragm and scattered fresh seeds on its surface. Upon singing the same note as before, the seeds formed themselves into the same figure."

The possibilities of this invention are limitless. A fellow need only know that his girl's picture appeared at the sounding of E natural to make the photographer a useless factor. A rogue's gallery, instead of containing a number of portraits, would simply show records of measurements and enough musical notes to form a Sousa march.

### HERE'S A SENSIBLE JUDGE.

**Appoints a Committee to Select Music for Talking Machine Used to Advertise Arcade—Residents Complained of One Tune All the Time.**

(Special to The Talking Machine World.)

Philadelphia, Pa., July 31, 1906.

After hearing testimony in the suit brought to refrain John W. Jones, the proprietor of an amusement resort on North Eighth street, from keeping a talking machine on the go all the time in front of his place, Judge Martin decided the objectors had a case and suggested a plan for the abatement of the alleged nuisance. The complainants were Reuben Goldberg, a milliner, and E. B. Woods, manager for Woolworth's store. Several employees of the two establishments testified that the constant repetition of one tune on the singing machine had worn their nerves to frazzles. John said he pointed the megaphone of the instrument at an alley midway between the store of the complainants, but the Court decided that the volley of popular airs was too scattered with such a blunderbuss of a discharge, and that the machine be drawn back into the hall of the amusement company so that the music could only reach to the front pavement and not across the street.

Judge Martin also suggested that the parties to the action map out a line of tunes for the repertoire of the machine. Goldberg said he was



accustomed to "When the Harvest Days Are Over, Nellie, Dear," that he could see Nellie in his sleep, and that the "Grand Old Flag" aroused anything but patriotic emotions. The manager of the place and two policemen testified that the music was of the best kind, and attracted many patrons, besides adding to the gayety of the Eighth street life. This was admitted by the plaintiffs, but they said the occasional stroller on the busy mart was not called upon to endure the same tunes every day. They agreed to try a wider range of tunes, and Judge Martin said that if the plan did not work he would take further action.

#### MOVING PICTURE MACHINE WANTED.

In the list of Foreign Trade Opportunities furnished by the Government, No. 243 states that a party in a South African city desires catalogues and prices of moving picture machines. He intends buying a complete outfit of biascopes and a few cinematographs, and wants the very "best money can buy." He will require the latest films and will pay spot cash. Further information regarding the above inquiry may be obtained from the Bureau of Manufactures, Washington, D. C.

#### RECENT INCORPORATIONS.

American Amusement Co., Boston, has been incorporated with the authorities of Massachusetts, with a capital of \$10,000. President and treasurer, J. E. Comerford, No. 48 Vineland street, Brighton, Mass.; clerk, James W. Murdock, No. 336 Old South Building, Boston, Mass.

\* \* \*

The Fibre Case & Novelty Co. was incorporated recently with the Secretary of State of New York, to manufacture fiber cases and specialties. Capital, \$10,000. Incorporators: David Wolin and Eva Wolin, No. 223 West 123d street; Samuel Meyerson, No. 1907 Seventh avenue, all of New York.

#### ATTRACTS THE LADIES.

Most of the penny in the slot machines are made with mirrors nowadays, for these draw attention more surely than any sign. A girl will come past, stop, unable to resist taking one look in the glass. Then, as she hates to be noticed

looking at herself, she slips in a cent for chocolate. Men are lured in the same way through an overpowering desire to see how their neckties are doing. What they really pay a cent for is a good look at themselves.

#### THE PICTURE-PHONE

Is a Most Ingenious Slot-Controlled Device, Which Has Many Individual Features That Command.

The latest production in the line of slot-controlled devices is the "picture-phone," which is the invention of that well-known talking machine expert, Louis P. Valiquet. The "picture-phone" is a revelation in the type known as illustrated song machines, which for a year or two have been on the market, operating in arcades, cafes and other places of amusement, where they have successfully enticed the pennies from the public's pockets.

One serious difficulty, however, confronted the operators of most of these great money making devices, namely, the combination of the pictures and talking machines made a device whose complex nature puzzled all but the most experienced mechanics in this particular line of work—it was a conglomeration of dynamos, coils, repeating and tuning devices, etc., the repairing of which was a difficult undertaking.

Every one realized this faulty condition of affairs, but it remained for L. P. Valiquet to illuminate the trouble, which he has most effectually done with the introduction of his "picture-phone." This machine is simplicity itself in construction and automatically perfect in every detail. Unlike other similar contrivances, a disc instead of a cylinder record is made use of, in connection with which a permanent needle is used. This not only insures a better quality of music, but gives to operators a wider range of productions to choose from. A great saving is also made in the cost of records, as the disc with the permanent needle will reproduce perfectly at least 800 times. No timing is necessary between the record and the picture, as they time themselves perfectly.

The extensive plant of the Valiquet Novelty Co. in Newark, N. J., is running full blast in order to get these machines ready for the general market, but shipments will not be able to

be made before September on account of large standing orders, which were placed months in advance. First come first served, is the way they work it at this place. So it behooves interested parties to hurry along their orders.

#### THE PEERLESS AS A MONEY-MAKER.

A Letter from A. B. Bridges, of Gainesville, Tex., Which Gives Some Facts in This Connection—A Strong Tribute to the Peerless.

A. B. Bridges, dealer in musical instruments at Gainesville, Tex., writes Roth & Engelhardt, makers of the Peerless coin-operated pianos, 2 East 47th street, New York, under date of July 30:

"Gentlemen:—Your letter announcing shipment of the second piano came duly to hand, and announce that the first piano was placed in position on the 23d day of June. This is just twenty-seven days ago, and the piano has taken in \$350. It seems almost beyond belief, but this one certainly has delivered the goods. Yours truly,

"A. B. BRIDGES."

This is only one of hundreds of letters received by this enterprising institution, showing the tremendous possibilities of the Peerless as a money-maker. It is proving one of the biggest successes of the day. Its splendid tone, careful construction and all-round excellence has won for it a high degree of favor. An announcement from Roth & Engelhardt appears on page 4 of this issue. It is worth reading.

#### A MOVING PICTURE MACHINE.

The "Vitak" Is a Wonderful Creation Which Is Destined to Win a Large Measure of Popularity Among Talking Machine People.

In this issue will be found the announcement of a new moving picture machine called "The Vitak," made by the Church Supply Co., of New York. In all respects this machine is most decidedly a marvelous innovation, for it is the realization of a dream long cherished by the public of some day possessing one of these pleasure-makers, which means to the dealer an insured sale of "Vitaks" in large numbers. In the advertisement there is but one thing that really appears a catch. The almost ludicrously small

## Some Progressive Makers of Automatic Specialties

Coin Operated Talking Machines  
Coin Operated Illustrated Song Machines  
Coin Operated Machines of all other types

THE ROSENFELD MFG. CO.  
591 HUDSON STREET, N. Y. CITY

American Mutoscope & Biograph Co.  
11 E. FOURTEENTH ST., NEW YORK

The Mutoscope Oldest and Best Known  
Slot Machine

"The Backbone of the Automatic Parlor Business"  
Showing Moving Pictures in their Most Attractive Form

Special Hardened Black Cylinder  
**B & R RECORDS**

Talking or Vocal, best talent, Spencer, Murray, Collins, Harlan, Macdonough and others. Your Own Name on Announcement on the record, in 100 lots, 21c. each.

A fine chance for dealers to advertise themselves. We furnish all the Phono. Parlors in the U. S.

THE BURKE CO., 334-336 Fifth Ave., Brooklyn, N. Y.

Every Manufacturer in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the September list.

DO YOU WANT MONEY?

You can make it easily if you sell

### "The Nicklin" Coin-Operated Piano

Secure territory now, before your neighbor gets it. Write for prices, discounts and advertising matter to

NEOLA PIANO & PLAYER CO.,  
201-203 East 49th Street, NEW YORK CITY



## THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.

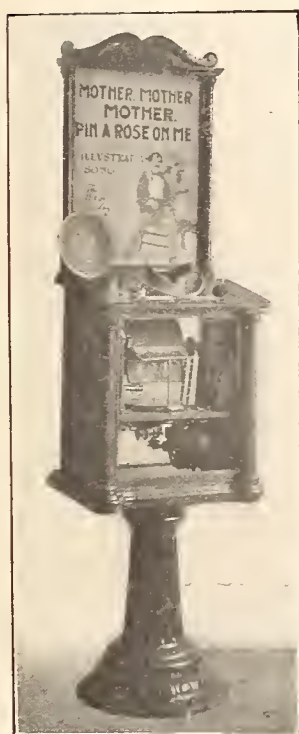


# The Picture-Phone

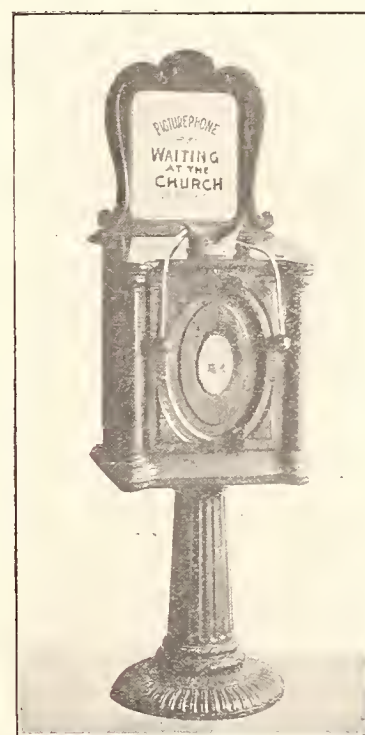
The Greatest Money Maker Ever Produced

This machine is a new revelation in the illustrated song type of slot controlled devices.

For Simplicity in Construction—Automatic Precision in Operation—Perfection in Result



The  
Picture-Phone  
Has No  
Equal



It is adapted for all kinds of electric current and voltage.

**A Disc Record and a Permanent Needle is made use of in this machine.**

*One record and one needle will reproduce perfectly at least 800 times.* This means a clarity and evenness of tone *impossible with other machines* of like character. The needle is removed in the same manner as in any other Disc Talking Machine.

**The Pictures and Records can be readily changed without set screws or springs. No timing is required between them.**

Drop your penny in the slot, the machine does the rest.

The Picture-Phone machines will be placed in the various leading Parlors, Arcades, Cafes, etc., throughout New York, early this month.

Our extensive factories are now in full blast, but on account of the large number of standing orders, it will be impossible to make shipments for the general market until some time in September.

—FOR FURTHER PARTICULARS ADDRESS—

## Valiquet Novelty Company

50-58 Columbia Street

NEWARK, N. J.



amount of \$4 is very likely to arouse the suspicion of its either being a "fake," as they say, or else a mere toy. This is absolutely wrong, for it is neither. It is an example of simplicity in construction, which brings the result without the expense. The "Vitak," it is true, is not constructed for exhibition purposes, but for home use, for which purpose it is ideal. This company are expecting also to place a larger machine on the market very soon which will retail for about \$25. This will compare in every respect to the best machines now in use.

The American Mutoscope & Biograph Co., 11 East 14th street, this city, are experiencing an extremely heavy demand for their new Mutoscope Type E. The trade has waited impatiently for it on account of the many new improvements incorporated in this machine. Max Goldstein was the happy recipient of seventy of them for his new arcade recently opened at 31-32 Park Row, while a number of other early birds were equally fortunate. Temperly & Nethery have just opened a new parlor in Los Angeles, to which place the Mutoscope Co. recently shipped three carloads of machines.

A police officer standing in a railroad station in Ft. Worth, Texas, recently had his attention called to a young stranger in the station who was vigorously shaking the radiators of that building in evident vexation, saying:

"Make music; why don't you play—get busy, smoke up, come across we want to hear some tunes, and if we can't get it, we can do fighting."

Approaching the young countryman, the officer asked: "What in the world is the matter with you, friend?" to which the man replied, "These phonographs around here stopped playing music 'bout midnight, and I've been shaking them up to make the suckers begin again."

The stranger was escorted to police headquarters and detained until he had regained his wonted strength of mind and soberness of purpose, when the officer released him, for all of which the young fellow expressed gratitude and went his way in peace.

## To Talking Machine Dealers

The MUSIC TRADE REVIEW is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise news, music publishers' department and talking machine trade. A special technical department is a regular weekly feature of the publication. A vast amount of valuable information is contained in each issue. The REVIEW has won higher honors at the great expositions than have ever been won by any other publication in the world.

Grand Prix at the Paris Exposition,	1900
Diploma at Pan-American Exposition,	1901
Silver Medal Charleston Exposition,	1902
Gold Medal St. Louis Exposition,	1904
Gold Medal Lewis-Clark Exposition,	1905

Subscription in United States, Canada and Mexico, \$2.00 for 52 weeks. All other countries, \$4.00.

We publish the Tuner's Guide also—a cloth-bound, illustrated work of over one hundred pages. Sent postpaid to any part of the world upon receipt of one dollar.

**EDWARD LYMAN BILL**  
Publisher. 1 Madison Ave., New York

## TRADE IN THE SOUTH.

Splendid Prospects in Georgia, Carolinas, Florida, Alabama, Mississippi and Tennessee.

(Special to The Talking Machine World.)

Atlanta, Ga., Aug. 3, 1906.

The talking machine trade here is increasing at a great rate and has already reached a point where this city has become one of the leading distributing points in the South supplying the Carolinas, Georgia, Florida, Alabama, Mississippi and Tennessee. There is an immense field for talking machines in those States that has not been covered thoroughly, and therefore the future of the business looks most promising.

The largest talking machine department is that of the Phillips & Crew Co., who devote the fourth floor of their establishment to the wholesale end and the larger part of the second floor to the retail. They carry immense stocks of both Edison and Victor machines and records. Frequent concerts are used as one means of advertising and have proven very successful. The department is in charge of Mr. Crew.

Both the National Phonograph Co. and the Columbia Co. have branches here in charge of J. P. Riley and Westervelt Terhune, respectively, and reports from these stores are of the rosiest, high-class records being especially in demand.

## SAN FRANCISCO—LATER.

After Bret Harte.

Undaunted by the blows of Fate,  
Thou sittest at the Western Gate.

The Shadow of the horror spent,  
Thou guardest still our continent.

Gather thy dead—a Nation's dead—  
For we who bend above thy head

And bring of aid for thy behest.  
Know not of East, nor South, nor West,

Of our abundance take, that thou  
May'st rise and front with dauntless mrow

Once more the future big with Fate,  
O Warder of our Western Gate.

She rises with the hope that thrills,  
And builds new watch fires on her hills;

And 'mid her desolation stands,  
Her ruined palaces and lands.

Her scattered people—all the gray  
Buried blocks of homes that stretch away.

And temples lying crushed and prone,  
Of twisted iron, shapeless stone,

As if some mighty Thor had hurled  
His hammer 'gainst the Western World!

But rising now from her dismay,  
She bares her forehead to the day,

Her form no longer crushed and bowed,  
Our risen sister, fair and proud.

Now in a vision see arise  
A city in a fairer guise,

Purged by the fire and chastened, she  
Guards, as of old, our Western Sea,

But built anew of what is best  
In ardent manhood, quickened zest,

For what appeals to Mind and Heart,  
A nobler Culture, finer Art,

Whom higher aims and dreams inspire,  
Out of the earthquake and the fire.

Out of the Terror and the Flame;  
Purged of the taint of ancient shame,

With all her ancient glory lit  
By newer glories wed with it,

And charms of finer graces lent,  
New Warder of a Continent.

JOSEPH DANA MILLER.

## SCHLOSS & CO. WELL REPRESENTED.

E. Schloss & Co., New York, who manufacture an extensive line of disc and cylinder record and music roll cabinets, have distributed an attractive card calling attention to the four points where the line may be conveniently inspected. The various warerooms are at the factory, foot of East Grand street, Sol Bloom Building, 3 East 42d street, the New York Furniture Exchange, 43d street and Lexington avenue, and the Grands Rapids Furniture Exposition. The

line of cabinets is excellent, and visiting dealers would do well to stop at one of the showrooms and look over the samples.

## PRICE REDUCED

## Burnt Leather POST CARDS

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered the Talking Machine trade.

TRIAL ORDER.—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for \$3.10 cash. Retail everywhere at 10c. You make a clean profit of \$6.90.

## Risley-Bird Mfg. Co.

94 Fifth Avenue,  
New York.

## THE "PHONO TRADER AND RECORDER"

Editorial, Advertisement and Publishing Offices:—

1 & 2 WHITFIELD STREET, FINSBURY,  
LONDON, E. C., ENGLAND.

The "Phono Trader and Recorder" is published exclusively in the interest of the Talking Machine and Allied Trades. It contains usually from 70 to 80 pages of valuable and interesting matter, comprising list of all records issued monthly by the leading companies, minute descriptions (with drawings) of new patents, together with various special articles, interviews, etc., and items of news from all quarters relating to the Phono industry. Printed on art paper, and splendidly and profusely illustrated.

Annual subscription, post free, three shillings, which includes also the "Pick of the Basket" supplement of Record Reviews, a copy of which is inserted in the "Phono Trader."

We shall be glad to supply a specimen copy.



Largest and  
Oldest

Talking  
Machine  
Journal

in Europe

SAMPLE COPY FREE

SEVENTH YEAR  
PUBLISHED WEEKLY

Subscription: per annum 8 Mark

PUBLISHER

**GEORGE ROTHGIESSER**  
BERLIN W. 30

## John Bull's Message to Uncle Sam

### GOOD LUCK TO YOU, BOYS!

I want to call your attention to "THE TALKING MACHINE NEWS," which circulates throughout the whole of the British Islands, and goes all over the world besides. Contains all about everything relating to talking machines, and is invaluable to manufacturer, jobber and dealer alike. "The Talking Machine News" is published on the 1st and 15th of each month during January, February, March, October, November and December, and on the first of each month during April, May, June, July and September. Annual subscription, one dollar and ten cents. Specimen copy free on request.

The Publisher,

1 Mitre Court, Fleet Street, LONDON, ENGLAND, E. C.



# If Someone Told You

that there was a *new* musical instrument which operated automatically by means of a paper roll, *without pneumatics, bellows or tubes*, which *automatically* controlled its own expression from loud to soft and *vice versa* by means of perforations in the roll, and which had the effect and the tone-quality of an expensive orchestrion, although offered at a moderate price, you would want to know more about it, wouldn't you?

Well, we have such an instrument in our new

## Regina Sublima Piano

Although recently placed on the market, its success is already assured, and it bids fair to become the most popular instrument that we have ever produced.

Our space here is too limited for a complete description, but here are a few facts concerning it:—

1. It is coin operated.
2. It plays upon piano-strings, yet sounds different and *better* than any automatic piano.
3. Its tone quality is wonderfully rich and sweet, and the musical effect is not in the least degree "mechanical."
4. It is operated by *electric* motor or by *spring* motor as desired. (This feature is valuable in places where electric current cannot at all times be obtained).
5. It stands eight feet high.
6. It contains an advertising device with spaces for 10 cards, which



change at intervals while tunes are playing. This space can easily be rented and the rental will help pay for the instrument.

7. Each music-roll contains five selections, one of which is played for each coin inserted, and when the last one is finished, the roll is automatically re-wound, and is ready to start again at the beginning.

8. It has a range of 73 notes, which is almost double that of the ordinary coin-operated piano, and eight notes more than in the largest one heretofore produced.

9. It bears the well-known *Regina* guarantee.

Further information will be furnished on application. Dealers who wish to handle the Sublima Piano should write us promptly, as territory is being rapidly assigned for its sale.

THE REGINA CO.

Main Office and Factory :  
**RAHWAY, N. J.**

Manufacturers of Regina Music Boxes, Reginalphones, Regina Chime Clocks and Reginapianos.

Also Distributors for the Victor Talking Machine Company.

Branches :  
Broadway and 17th St., NEW YORK  
259 Wabash Ave., CHICAGO





Thomas A. Edison invented the Edison Phonograph.

It is manufactured in the Edison factory at Orange, N. J.

Mr. Edison has taken out 794 different patents upon his various inventions. These inventions have earned and are earning billions of dollars for those interested in them.

Mr. Edison is occupied in many other fields, but he still finds opportunities for improving the Edison phonograph.

## The Edison Phonograph

has been advertised steadily and persistently to reach 13,745,000 homes. (That is, every home in the United States.)

It will be advertised in the future more largely, more persistently and more intelligently than in the past.

It is up to every dealer to know that it pays to sell the Edison Phonograph, which has reputation, advertising and delivers the goods.

**National Phonograph Co.,** 59 LAKESIDE AVE.  
ORANGE, N. J.

New York Office, 31 Union Square.

FOLLOWING ARE THE JOBBERS IN EDISON GOODS IN THE UNITED STATES AND CANADA:

- |   |  |   |  |
|---|--|---|--|
| Albany, N. Y.—Finch & Hahn.   | Fitchburg, Mass.—Iver Johnson Sporting Goods Co.                           | Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood Co.  | Sacramento, Cal.—A. J. Pommer Co.  |
| Allegheny, Pa.—Henry Braun.   | Fort Dodge, Iowa—Early Music House.  | New Haven—Pardee-Ellenherger Co.  | Salt Lake City—Clayton Music Co.   |
| Allentown, Pa.—G. C. Asebaach.  | Fort Worth, Texas—Cummings, Shepherd & Co.                                 | New York City—Bettini Phonograph Co., Blackman Talking Machine Co., J. F. Blackman & Son, Sol Bloom, I. Davega, Jr., S. B. Davega, Douglas Phonograph Co., H. S. Gordon, Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker, Alfred Weiss. | San Antonio, Tex.—H. C. Rees Optical Co.   |
| Astoria, N. Y.—John Rose.   | Gloversville, N. Y.—American Phono. Co.                                    | New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.   | San Francisco—Peter Baegalupi & Sons.  |
| Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.  | Harrisburg—S. K. Hamburger.  | Ogden, Utah—Proudfit Sporting Goods Co.   | Savannah, Ga.—George R. Youmans.   |
| Baltimore—E. F. Droop & Sons Co.  | Helena, Mont.—Frank Buser.   | Omaha—Omaha Bicycle Co., Neb. Cycle Co.   | Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.                                  |
| Banger, Me.—S. L. Crosby Co.  | Houston—Texas Phono. Co.   | Oswego, N. Y.—Frank E. Bolway.  | Seranton—Ackerman & Co., Technical Supply Co.  |
| Birmingham, Ala.—The Talking Machine Co.  | Hoboken, N. J.—Eclipse Phonograph Co.                                      | Paterson, N. J.—James K. O'Dea.   | Seattle, Wash.—D. S. Johnston Co.  |
| Boston—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Sptg. Gds. Co., C. E. Osgood Co., Read & Read.      | Indianapolis—Indiana Phono. Co., Kipp Link Phono. Co., A. B. Wahl Co.      | Pawtucket—Pawtucket Furniture Co.   | Sharon, Pa.—W. C. De Forest & Son.   |
| Brooklyn—A. D. Matthews' Sons.  | Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co. | Peoria, Ill.—Peoria Phonograph Co.  | Sioux City, Iowa—Early Music House.  |
| Buffalo—W. D. Andrews, Robert L. Loud.  | Kingston, N. Y.—Forsyth & Davis.   | Philadelphia—C. J. Hepp & Son, Lit Bros., Penn. Phonograph Co., John Wanamaker, Wells Phonograph Co., Western Talking Mach. Co., H. A. Weymann & Son.   | Spokane, Wash.—Spokane Phono. Co.  |
| Burlington, Vt.—American Phono. Co.   | Knoxville—Knoxville Typewriter and Phono. Co.                              | Pittsburg—Theo. F. Bentel Co., Inc., H. Kleber & Bro., C. C. Mellor Co., Pittsburg Phonograph Co., Powers & Henry Co.   | Springfield, Mass.—Flint & Brickett Co.  |
| Canton, O.—Klein & Heffelman Co.  | Lafayette, Ind.—A. B. Wahl Co.   | Portland, Me.—W. H. Ross & Son.   | St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T.M. Co., Inc.          |
| Chicago—The Cable Co., James I. Lyons, The Vim Co., Montgomery Ward & Co., Rudolph Wurlitzer Co., Babson Bros., Lyon & Healy. | Lincoln, Neb.—H. E. Sidles Cycle Co.                                       | Portland, Ore.—Graves & Co.   | St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Koehler & Hinrichs, Minnesota Phono. Co. |
| Cincinnati—Isen & Co., Rudolph Wurlitzer Co.  | Los Angeles—Southern California Music Co.                                  | Quincy, Ill.—Quincy Phonograph Co.  | Syracuse—W. D. Andrews.  |
| Cleveland—Eclipse Musical Co.   | Little Rock, Ark.—O. K. Houck Piano Co.                                    | Reading, Pa.—Reading Phonograph Co.   | Toledo—Hayes Music Co.   |
| Columbus—Perry B. Whitsit Co.   | Louisville—C. A. Ray.  | Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.   | Toronto—R. S. Williams & Sons Co., Ltd.  |
| Dallas, Tex.—Southern Talking Mach. Co.   | Lowell, Mass.—Thos. Wardell.   |   | Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.                        |
| Dayton, O.—Niehaus & Dohse.   | Memphis—F. M. Atwood, O. K. Houck Piano Co.                                |   | Troy, N. Y.—Finch & Hahn.  |
| Denver—Denver Dry Goods Co., Hext Music Co.   | Milwaukee—McGreal Bros.  |   | Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.             |
| Des Moines, Ia.—The Vim Co., Hopkins Bros. Co.  | Minneapolis—Thomas C. Hough, Minnesota Phono. Co.                          |   | Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.                                  |
| Detroit—American Phono. Co., Grinnell Bros.   | Mobile, Ala.—W. H. Reynolds.   |   | Waycross, Ga.—Geo. R. Youmans.   |
| Easton, Pa.—William Werner.   | Montgomery, Ala.—R. L. Penick.   |   | Williamsport, Pa.—W. A. Myers.   |
| Elmira, N. Y.—Elmira Arms Co.   | Nashville—O. K. Houck Piano Co., Nashville Talk. Mach. Co., Magruder & Co. |   | Winnipeg—R. S. Williams & Sons Co., Ltd.   |
| El Paso, Tex.—W. G. Walz Co.  | Newark, N. J.—A. O. Petit, Douglas Phono. Co.                              |   | Worcester, Mass.—Iver Johnson Sporting Goods Co.                                       |
|   | Newark, O.—Ball-Fintze Co.   |   |  |
|   | New Bedford, Mass.—Household Furnishing Co.                                |   |  |



# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, September 15, 1906

## THE PIONEER MANUFACTURERS OF Amplifying Horns and Horn Cranes



No. 200. Clamp Horn Crane  
PATENTED

April 28, 1903  
Feb. 2, 1904  
March 20, 1906

June 21, 1904  
May 15, 1906  
Others pending.

### The Tea Tray Company of Newark, N. J.



No. 228. Clamp Horn Crane  
PATENTED

April 28, 1903  
Feb. 2, 1904  
March 20, 1906

June 21, 1904  
May 15, 1906  
Others pending.



Makers of "Accurate" and "Newark" Chemical Fire Extinguishers, which bear the Underwriters Laboratories New Inspection Label. Ask for these.





# OCTOBER

Bulletin A to Catalogue F.



## AMERICAN RECORDS

### WAITING AT THE CHURCH

Song by Miss Ada Jones.

One of the pronounced hits of the season, introduced very recently by Vesta Victoria.

Also Listed as a Band Number.

### CHEYENNE MEDLEY

Introducing LA SORELLA, Lively, Catchy and Musical.

### A RARE BIT FIEND

A Musical Eccentricity, a Novelty and Very Well Rendered.

NOTICE OUR SMOOTH SURFACE  
THIS MONTH.

Better Than the Best. Try and See.

## AMERICAN RECORD COMPANY

Hawthorne, Sheble & Prescott

(SALES MANAGERS)

SPRINGFIELD, MASS.





# The Talking Machine World

Vol. 2. No. 9.

New York, September 15, 1906.

Price Ten Cents

## TALKING MACHINE PARTIES.

### How Dealers May Keep in Close Touch with Their Customers.

Every dealer will admit that it is absolutely essential in order that he may enjoy prosperity for him to keep in close touch with his customers, and continually throw their way any ideas which tend to further the sale of records by creating new interest in the talking machine.

Why not suggest to them, therefore, the idea of giving talking machine parties? Invitations may be sent out as follows:

Mrs. Jones Requests the Presence  
of Mr. Brown at a Talking Machine  
Party, Friday evening, August 31, at 8.  
Please bring your Violoncello.

The instrument should vary, of course, according to the talents of the invited guest. When the party is assembled, a talking machine is adjusted for recording, and as their names are called, the ladies and gentlemen present come forward in turn and play solos upon their respective instruments into the horn. When the instrumental part of the programme has been recorded, vocal solos and recitations may be indulged in, and then comes the real fun of the evening. A reproducer is inserted in the machine, and seated before it the amateur "talent" listen spellbound to their own phonographic efforts.

A prize suitable to the occasion should be awarded to the most successful record maker, and while refreshments are being served, a short professional programme rendered by the talking machine.

Get your customers in the talking machine party habit. It will grow on them and help you.  
HOWARD TAYLOR MIDDLETON.

## TALKER CAUSES MURDER.

### Italian Who Broke Record in Absence of Owner Shot Dead—World Correspondent Enacts Role of Sherlock Holmes.

(Special to The Talking Machine World.)

Scranton, Pa., August 25, 1905.

I have often marveled that the talking machine sailing serenely upon the ocean of comedy, had never touched at the rocky shores of tragedy, but I need marvel no more.

The town of Scranton is aquiver with excitement to-night because of a dastardly crime committed in its very midst. Vincenzo Errinoni, an Italian foreman of section hands of the Delaware, Lackawanna & Western Railroad Co., lies cold in death, and Luigi Salwiner is a murderer and a fugitive from justice because of a phonograph and a broken record. This much is fact. The following version is simply a dream, if you will, of the writer, and it remains for the future to verify or nullify that dream.

This morning (Sunday) broke cloudy, with a fine rain falling—the kind of day that suggests indoor pleasures. Twenty Italian friends of Salwiner assembled at his shanty to hear his phonograph. He had many selections in his collection, and an enjoyable concert was in prospect. No sooner, however, was the machine started than he was called away on business, and in order that his comrades might continue their good time in his absence, he left Errinoni, who understood the running of a talking machine, to take his place as operator.

There was one record in that collection of which Salwiner was very fond, and he requested that it be laid aside. "Play all the others," he said, "but not that one." His friend smiled and nodded in assent. But after all the other rec-

ords had been played over and over again, his curiosity triumphed over his good judgment, and he placed the fatal cylinder on the mandrel. The first notes of the selection were ringing out on the still air when Salwiner returned. "You dog!" he cried in Italian, at the same time reaching for his revolver. Errinoni caught in the act, tried valiantly to withdraw the record, but it withstood his first efforts. Again he tried, and this time a dull crunch—the wax cylinder broke in half. That was as fire to the torch. Accompanied by a scream of rage, the revolver leaped from its holster, a lurid streak of flame shot from the polished muzzle, and Errinoni was dead, while Salwiner was fleeing across the fields—an escaped murderer.

Here fact creeps in again, for it is known that the mighty police appeared and arrested, with dauntless courage, seventeen innocent men, and that the slayer of Errinoni is still at large; but what caused him to spring with tiger-like ferocity upon his friend and shoot him down is not known.

I am not a Sherlock Holmes, but I firmly believe that if the Police Department of Scranton will search carefully for the remains of that record at the scene of the crime, and cement together its shattered fragments, they will learn why Luigi Salwiner killed Vincenzo Errinoni. It may have engraved upon its glossy surface the voice of a sweetheart across the seas—who knows? May she not have been a dainty signorina whom Errinoni had won by foul means from his friend Salwiner, and whose voice upon the record was all that remained to him of her sweet presence?

## OUR FOREIGN CUSTOMERS.

### Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Month.

(Special to The Talking Machine World.)

Washington, D. C., September 7, 1906.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the Port of New York:

AUGUST 8.

Berlin, 39 pkgs., \$1,854; Bristol, 115 pkgs., \$390; Buenaventura, 8 pkgs., \$189; Buenos Ayres, 131 pkgs., \$4,307; Calcutta, 7 pkgs., \$337; Callao, 2 pkgs., \$248; Cartagena, 10 pkgs., \$316; Cardiff, 55 pkgs., \$429; Coquimbo, 2 pkgs., \$201; Glasgow, 9 pkgs., \$376; Hamburg, 231 pkgs., \$3,460; Havana, 1 pkg., \$100; 12 pkgs., \$621; La Guayra, 14 pkgs., \$529; Limon, 10 pkgs., \$266; London, 1,014 pkgs., \$13,447; 17 pkgs., \$1,235; 62 pkgs., \$362; Melbourne, 11 pkgs., \$334; Milan, 7 pkgs., \$202; Para, 17 pkgs., \$792; Sheffield, 62 pkgs., \$362; St. Petersburg, 10 pkgs., \$355; Trinidad, 12 pkgs., \$208; Valparaiso, 4 pkgs., \$139; 14 pkgs., \$996; Vera Cruz, 20 pkgs., \$624; Vienna, 4 pkgs., \$100.

AUGUST 14.

Berlin, 245 pkgs., \$2,290; Brussels, 14 pkgs., \$132; Buenos Ayres, 30 pkgs., \$735; Callao, 3 pkgs., \$250; Colon, 3 pkgs., \$215; 7 pkgs., \$203; 4 pkgs., \$295; Glasgow, 3 pkgs., \$259; Havana, 21 pkgs., \$1,732; 17 pkgs., \$500; Havre, 9 pkgs., \$376; Limon, 1 pkg., \$124; Liverpool, 2 pkgs., \$175; 11 pkgs., \$898; London, 979 pkgs., \$8,737; 22 pkgs., \$1,562; Santiago, 8 pkgs., \$352; Santos, 8 pkgs., \$118; St. Petersburg, 5 pkgs., \$196; Sydney, 540 pkgs., \$4,300; Vienna, 27 pkgs., \$137; Vera Cruz, 19 pkgs., \$470; Warsaw, 13 pkgs., \$333.

AUGUST 20.

Bombay, 31 pkgs., \$305; Ceara, 12 pkgs., \$383; Corinth, 8 pkgs., \$510; Demerara, 3 pkgs., \$116; Guayaquil, 3 pkgs., \$235; Havana, 27 pkgs., \$934; 14 pkgs., \$900; Havre, 3 pkgs., \$183; La Guayra, \$287; Limon, 5 pkgs., \$250; London, 3

pkgs., \$173; Manila 24 pkgs., \$1,515; Melbourne, 24 pkgs., \$680; Progreso, 15 pkgs., \$633; Savanilla, 6 pkgs., \$139; Sydney, 1,629 pkgs., \$16,373; Valparaiso, 40 pkgs., \$1,419; Valencia, 2 pkgs., \$117; Vera Cruz, 9 pkgs., \$146.

AUGUST 27.

Acajutla, 2 pkgs., \$205; Berlin, 229 pkgs., \$1,767; Bombay, 4 pkgs., \$196; 3 pkgs., \$119; Brussels, 8 pkgs., \$970; Buenos Ayres, 30 pkgs., \$2,728; Callao, 4 pkgs., \$105; Colon, 4 pkgs., \$195; Dublin, 9 pkgs., \$240; Glasgow, 6 pkgs., \$179; Hamburg, 6 pkgs., \$137; Havana, 12 pkgs., \$499; Liverpool, 5 pkgs., \$219; London, 8 pkgs., \$446; 1,000 pkgs., \$9,841; 1,184 pkgs., \$14,136; 14 pkgs., \$1,582; Manaos, 17 pkgs., \$500; Milan, 22 pkgs., \$833; Montevideo, 32 pkgs., \$2,831; Santos, 12 pkgs., \$1,491; St. Petersburg, 15 pkgs., \$517; Tampico, 7 pkgs., \$356; Vera Cruz, 14 pkgs., \$296; Warsaw, 5 pkgs., \$117.

SEPTEMBER 3.

Alexandria, 4 pkgs., \$124; Berlin, 259 pkgs., \$2,911; 231 pkgs., \$5,003; Bristol, 85 pkgs., \$2,375; Bombay, 19 pkgs., \$521; 4 pkgs., \$196; Buenos Ayres, 198 pkgs., \$4,706; 12 pkgs., \$908; Cienfuegos, 14 pkgs., \$197; Colon, 2 pkgs., \$370; 5 pkgs., \$161; Havana, 13 pkgs., \$1,045; Havre, 7 pkgs., \$242; Iquitos, 7 pkgs., \$823; La Guayra, 7 pkgs., \$144; Limon, 3 pkgs., \$149; London, 33 pkgs., \$2,027; 1,064 pkgs., \$15,031; Matanzas, 2 pkgs., \$189; Milan, 7 pkgs., \$291; Para, 2 pkgs., \$107; Rio de Janeiro, 12 pkgs., \$1,615; Samarang, 94 pkgs., \$392; Singapore, 6 pkgs., \$215; St. Petersburg, 22 pkgs., \$879; Sydney, 8 pkgs., \$330; Vera Cruz, 5 pkgs., \$100; Vienna, 12 pkgs., \$198; 20 pkgs., \$126; Warsaw, 7 pkgs., \$162; 7 pkgs., \$325.

## PRESERVING INDIAN MYTHS.

### Prof. Kroeber Successfully Preserving Prayers and Legends of Fast Dying Humboldt Tribe of American Indians.

(Special to The Talking Machine World.)

Berkeley, Cal., Sept. 8, 1906.

Professor A. L. Kroeber, secretary of the Anthropological Department of the University, has returned from a month's exploration among the Indians in northern Humboldt county, bringing with him more than a hundred graphophone records of songs, myths, traditions and medicine prayers. The songs belong mainly to the sacred dances of the Yurok tribe of this region, and the spoken records all refer to the religion and beliefs of these people. All of the graphophone records, besides being intended for permanent preservation, will be carefully gone over with interpreters, and written out in full in a system of special characters used for this purpose. The texts in native language thus obtained will be published in a bulletin of the University, with exact interlinear translations, thus giving an accurate picture and record of this tribe's legends, prayers and medicine in both the Indian's and white man's language.

When the Second Regiment Connecticut National Guard was returning from camp recently, the band playing the well-known "Second Regiment March," turned down a side street, leaving the greater part of the regiment out of hearing distance of the music. At the time the troops were passing the store of the Columbia Phonograph Co., on Church street, New Haven, and Manager Ogden, noting the lack of music, got a Twentieth Century Machine in working order, pointed the fifty-six inch horn toward the street, and a record of the regimental march was soon furnishing marching music. The time was perfect and it is said that not a man lost step. We believe that this is the first instance where the greater part of a regiment marched to the music of a talking machine.



# TWENTIETH CENTURY "HOME"

A WONDERFUL NEW GRAPHOPHONE  
NOW ON THE MARKET A MARVELOUS INSTRUMENT

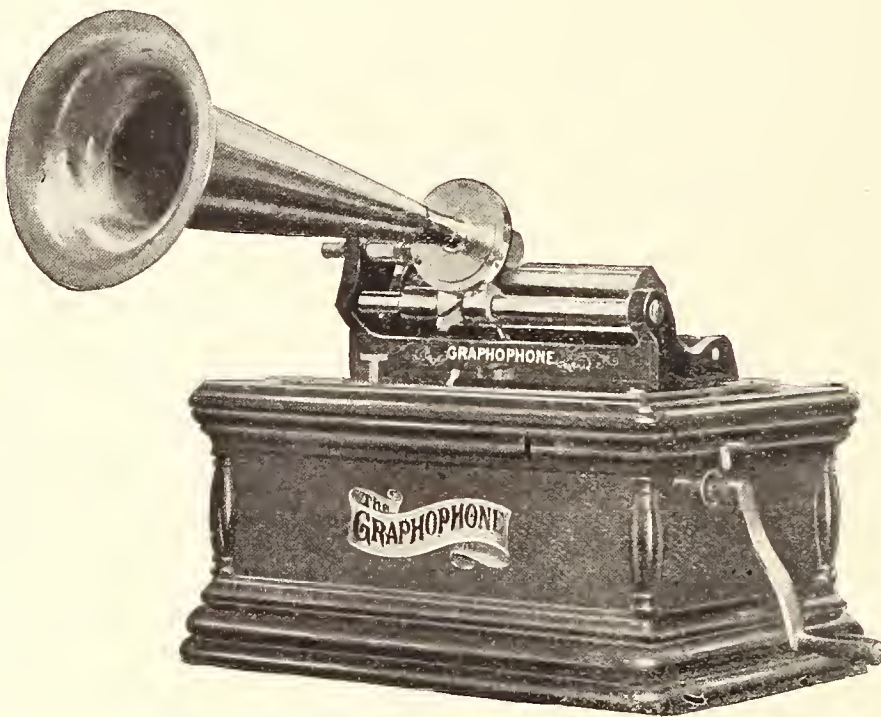
THE demand for a Graphophone embodying the principles of the "Twentieth Century" but smaller in size than the "Premier" and particularly adapted to the home and small halls, has resulted in the bringing forth, by the Columbia Phonograph Company, of a new machine known as the **Twentieth Century "HOME."** We present a picture of it below.

This new type of machine sells, without horn, for

**\$75**

and is, in every respect, a thoroughly first class instrument.

It has the same essential features that have made the Twentieth Century "Premier" famous.



TWENTIETH CENTURY "HOME" GRAPHOPHONE  
(TYPE BM)

Mounted in a

**Mahogany Cabinet**

of great beauty and high finish and equipped with a strong motor, the

**Twentieth Century "HOME"**

LEAVES NOTHING TO BE DESIRED

Uses the regular Cylinder Records—all makes—as well as the new Columbia Twentieth Century Cylinders, half a foot long: 50 cents each.

While the **VOLUME** of tone from records played on the new machine is somewhat less than when they are reproduced on the Twentieth Century "Premier," the **QUALITY** is full.

Measured by ordinary cylinder machines, the **Twentieth Century "HOME" GRAPHOPHONE** is so far in advance of them as to leave no room for comparisons.

## Columbia Phonograph Company, Gen'l

Sole Sales Agent  
for the

**AMERICAN GRAPHOPHONE COMPANY**

Creators of the Talking Machine Industry. Largest Talking Machine Manufacturers in the World.  
Owners of the Fundamental Patents.

Grand Prize, Paris, 1900.

Double Grand Prize, St. Louis, 1904.  
Highest Award, Portland, 1905.

Stores in all Principal Cities.

Dealers Everywhere.

..... Tear Off Here. Fill in and Mail To-day to.....  
COLUMBIA PHONOGRAPH CO., GEN'L,  
90-92 West Broadway,  
New York.  
Dear Sirs: I am interested in your Twentieth Century "HOME" Graphophone. Send me full details, prices, terms, etc., at once.  
Yours truly,  
Name .....  
Address .....  
T. M. W.  
10



## TRADE GOOD IN SAINTLY CITY.

Some Dealers Behind on Supply of Stock—Victor-Victrola and Auxetophone Admired—T. P. Clancy's Good Report—Thiebes-Stierlin New Department—Phipps Co. Adds "Talkers"—Twentieth Century Graphophone a Big Seller—Some Recent Visitors—Other Items.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 8, 1906.

The talking machine trade for the past four weeks has been quite fair considering the season of the year, and the indications point to a decided improvement from now on.

The St. Louis Talking Machine Co. report a very fair trade, and that they are still behind on orders for Victor seconds and thirds. This concern has just received an Auxetophone, which sells at \$500, and a Victrola, which sells at \$200. They are on exhibition at their salesrooms, and are commanding a great deal of admiration.

W. C. Fuhri, western representative of the Columbia Phonograph Co., reports that trade is seasonable, and that everything points to a big Fall and Winter trade. Mr. Fuhri has just returned from a business trip to New York.

T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., reports a much better trade for August than for the same month a year ago. He also reports the sale of a number of high priced instruments.

O. K. Houck, president of the O. K. Houck Piano Co., who was a recent visitor here, stated that he looked for an exceedingly big trade in talking machines this Fall and Winter, and that he expected that all the companies would find great difficulty in filling orders, both for machines and records.

The Val A. Reis Music Co. have just finished up a handsome room for talking machine purposes on their first floor. It is partitioned off from the main department, and it is nicely equipped in every way.

The Thiebes-Stierlin Music Co. will have their new talking machine retail department ready for the trade about October 1. It will be located on the first floor, and it will be thoroughly up-to-date.

L. A. Cummins, salesman in the talking machine department of the O. K. Houck Piano Co., has returned from a two weeks' vacation, which was spent in Chicago and other points.

Paul Ware, formerly salesman in the talking machine department of the Conroy Piano Co., has accepted a position with the talking machine department of the O. K. Houck Piano Co.

The H. A. Phipps Piano Co. have established

a talking machine department, and are now ready for business.

S. V. Bradley, of the International Record Co., was a recent visitor here and did a nice business with the local dealers.

Manager Kelly, of the Columbia Phonograph Co., states that the demand for the Twentieth Century instrument is better than ever before, while the \$45 aluminum tone arm is selling faster than they can get them.

Manager Charles A. Regan, of the Columbia Phonograph Co., New Orleans, spent a few days of his vacation here recently renewing old acquaintances.

"Dick" Guttenberger, formerly with the Columbia Phonograph Co. here, and now with the same concern at Kansas City, spent a few days here recently visiting his folks.

## BUSY TIMES IN ST. PAUL, MINN.

(Special to The Talking Machine World.)

St. Paul, Minn., September 6, 1906.

The talking machine dealers of this city are of the kind that are "up and doing," as is evidenced by the recent move of the Minneapolis Phonograph Co. in engaging a traveler to cover territory as far west as the Coast. The company handle the Victor, Edison and Zon-o-Phone lines, and in their section have built up a very prosperous business.

Another hustling concern is W. J. Dyer & Bro., whose talking machine department is continually growing and who place reorders almost as soon as original shipments are received. The Edison line is the basis upon which the concern is increasing this department of their growing business.

## NEW USE FOR TALKING MACHINE.

A Johnson County (Missouri) woman found a new use for the talking machine the other day. Her husband was cavorting around trying to settle a swarm of bees by ringing a bell, beating on a dishpan, and hammering the daylight out of a lard can, when she thought of the new phonograph in the parlor. She brought it out, started it going, and in a few minutes the swarm of bees was settled and hived.

## INTERVIEWING DENIZENS OF JUNGLE.

Miss Ida Vera Simonton, who, with Prof. R. L. Garner, will spend several months in steel cages in the heart of the African jungle for the purpose of studying the language and life of our

Simian brethren, will take a talking machine as part of her equipment.

Whenever curious gorillas or chimpanzees visit the locality of the cage the phonograph will be made ready to receive and record their chatterings. Then, again, the machine will be started and the animal's language repeated back to him and a friendly conference held.

Doubtless upon her return to civilization, Miss Simonton will be able to throw much light upon the truth or falsity of the Darwinian theory through facts gleaned from the conversation of the denizens of the jungle themselves.

## SPEAKING BOX 3,000 YEARS OLD.

Discovered, of Course, in China, Where So Many of Our Modern Inventions Have Been Anticipated—Interesting Contribution.

A correspondent of the New York Sun sends the following bit of information concerning the alleged origin or discovery of the talking machine: "I found the following in an article entitled 'China, Reform and the Powers,' in the Fortnightly Review for May, 1901, page 759. The article is by Sir Robert Hart: 'In 1858 the governor of Kwang-tung, Pih-Kwei, told to incredulous me how some old books of 2,000 years ago related how, a thousand years before, the prince of one of the Chinese States of those days used to send messages to a brother prince in a curiously shaped box made of special wood—how he spoke his messages into it, closed and sealed it, and sent it by a trusty messenger—and how the recipient on opening it heard with his own ears the actual words and voice of the sender. In 1898, the first phonograph that came to Peking brought me a message from Lo Feng Luh, now Chinese Minister in London, England, and as the cone revolved and I heard his words and recognized his voice, I heard also Pih-Kwei telling me once more—but no longer incredulous—about the prince's wonderful message box.'"

## NAVAL MEN BIG USERS

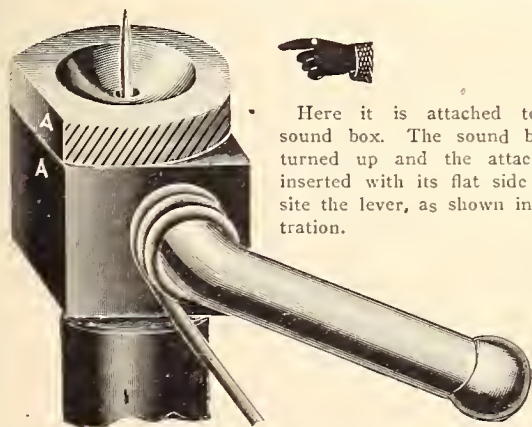
Of Talking Machines—Big Purchases Made by Sailors of Fleet Recently in These Waters for Inspection by President Roosevelt.

The songs to the tune of the bosun's pipe on board of the men-of-war of this nation at least is a thing of the past, the talking machine taking its place. There are few if any of our naval vessels that have not several of these machines on board, and whenever at a port where English records are sold Jackie always is ready to make an investment. During the recent naval inspection at Oyster Bay an enterprising Brooklyn dealer secured the attention of the Jackies to his wares, with the result that over a quarter of a hundred talking machines are now furnishing enjoyment to the various crews. It is not an uncommon thing for a "mess" to club together and purchase a talking machine and a large assortment of records, and in addition form a pool monthly for adding to their stock of records, each one selecting what most appeals to his taste, and all having the benefit of the others. As a rule, the disc machine gives better results at sea, as the rolling of the ship does not affect its playing to the extent that it does to a cylinder machine. It is also claimed that the salt water tends to disintegrate the wax records. As there is a growing demand for sea chantys, it has been suggested by a sailor that the talking machine people put a lot on their records, and it is thought that they will prove as acceptable to the landsman as to the tar.

Manufacturers of a certain breakfast food have devised an excellent scheme for attracting attention to the various wagons they send out and which are covered with advertising matter. A large talking machine is placed within the wagon with the horn protruding out over the driver's seat. A catchy tune being played assures the attention of everyone in hearing distance and they cannot avoid seeing the signs.

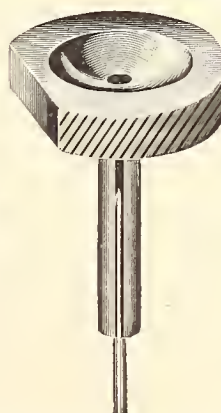
## YOU HAVE WAITED FOR THIS!

AN ATTACHMENT FOR HOLDING SOFTERTONE AND MEDIUM TONE NEEDLES IN THE NEW SPRING CLAMP NEEDLE ARM OF THE VICTOR EXHIBITION SOUND BOX



Here it is attached to the sound box. The sound box is turned up and the attachment inserted with its flat side opposite the lever, as shown in illustration.

Here is the Needle Clamp Attachment separate.



Without this attachment it is impossible to use softer and medium tone needles on the spring clamp needle arm. It is perfectly simple, easily attached, holds like a vise and is made in two sizes—for softertone and for medium tone needles. Order as NEEDLE CLAMP ATTACHMENT and specify which needle is to be used.

Price, 25 cents each

Special prices to jobbers and dealers

**The Softertone Needle** is growing in popularity every day. The loud tone needle, of course, is a necessity to the dealer for selling machines, but it is often too loud for home use. When a customer takes a machine home he finds the softertone needle a great relief. Instead of tiring it perpetuates the use of the machine. This means record sales.

**It Costs Less** One Softertone needle will play six records. Less time is used in changing needles, and there is less wear on the records. A record will last three times as long when the softertone needle is used. We did not accept this fact until satisfied by numerous tests. You owe it to yourself to make a test if in doubt.

FOR SALE BY **LYON & HEALY, CHICAGO**



## HOW THE TRADE IN CLEVELAND IS MOVING.

**Optimistic Feeling Prevails Over Trade Conditions—Notable Columbia Sales—Attractive Window Display—Smith & Nixon Add Talking Machines—W. J. Roberts Admires the Victor Victrola—Arcades Are Doing Well—Looking for Novelties—Traveler Neff's Good Report—Dockstader and the Columbia—Odd Experiences Over Needles—Talkers May Kill Trust.**

(Special to The Talking Machine World.)

Cleveland, O., September 9, 1906.

The optimistic feeling generally indicates a good, healthy condition in the talking machine trade in Cleveland. With the cooler weather the volume of business is increasing to an extent that shows the interest taken by the mass of people in talking machines is growing. The demand for the best also indicates they are educating themselves to a higher appreciation of the better record productions, and sales of these are increasing.

Cleo. S. Bourgeois, assistant manager of the Columbia Co., reports that business has greatly increased over the month of July, and is improving daily. He said there had been a big demand for the new Twentieth Century half-foot dance music records, and also for twelve-inch. "Within the last week," said Mr. Bourgeois, "we closed the sale of a four-machine commercial outfit to the Lawrence Publishing Co., publishers of the Ohio Farmer, and one to the Ward-Stilson Co., of New London.

In addition to sales mentioned we now have active trials in the Chamber of Commerce, Cleveland Worsted Mills Co., Cleveland Grain Co., National Electric Lamp Co., Upson Nut Co., and many promising prospects in sight."

Mr. Bourgeois, who, by the way, is the originator and designer of the many attractive show window displays which the Columbia Co. have had recently, made up a very neat window card, advertising the half-foot cylinder records. It consists of a long, narrow card, attached to which is an ordinary yardstick. Just below the yardstick are fastened six half-foot cylinder records, and beneath them the legend: "Columbia Cylinder Records, \$3 per yard, 2 yards for \$5."

The Smith & Nixon Piano Co., in connection with their piano business, have installed a full line of Victor and Edison talking machines and records, and the patronage from the start has been very encouraging. They have fitted up an elegant display and salesroom, with all the modern furniture and fixtures pertaining to the trade. H. T. Rayner is manager of the company and personally supervises the business.

Several calls at the store of W. J. Roberts, Jr., found him and his clerks so busy with customers coming and going that it was impossible to secure an interview. Mr. Roberts is a young, fine-looking fellow, and judging from the number of sweet-looking ladies constantly calling at his store he is unusually popular with the gentle sex. Any way, he has so engaging a way that it is rarely a lady departs without having made a purchase. He, however, is so in love with his machines and records that he does not ascribe the numerous sales to other than their merits, but there's a good deal in a good-looking salesman. Mr. Roberts has got in a Victor Victrola, which he asserts is a "big thing," pleasing everybody who hears it, and which will attract the better class of trade.

Collister & Sayle report business opening up in fine shape as the vacation season is closing. They are having a steady call for machines and selling a good many September records. From present indications they anticipate a lively fall trade.

Arthur Caille, of the Caille Bros. Co., Detroit, Mich., was in the city this week calling on his old customers and numerous friends. He placed quite a few orders for his company. The Caille Bros. Co. are the largest slot machine manufacturers in the world and do a very extensive business.

Mr. Gulley, manager of The Victor, No. 254 Prospect street, stated that business was fairly good during August, and since the 1st had perceptibly been improving.

The Baily Co.'s department of the Columbia Phonograph Co. had an excellent trade during August, and the lady manager said business was considerably improved since the 1st. She stated the September lists of records were exceptionally fine and selling rapidly.

The various arcades, and slot machine amusement places are all well patronized. H. S. Lavine, president of the Columbia Amusement Co., said: "Business in general has been rather quiet in the recent extremely hot weather, but has noticeably improved in the last week. This has been the case with the penny arcades and moving picture shows. The outlook for a busy fall is good, as all the shops are working to their capacity. Our company are about to open a new place on Superior street, near the Square, and will present a lot of new automatic features."

Several new parlors are opening in the city. One on Ontario and one on Pearl street, near Clark avenue.

The parks are doing unusually good business this season, and expect to keep open later than usual this fall.

The slot machine parlors are anxiously waiting for the new fall novelties to appear. The managers say there are not sufficient new ones produced at present to supply the demand.

E. A. Neff, traveling representative of the Ball-Fintze Co., of Newark, O., was in the city a few days last week. He was just in from a trip through Pennsylvania and is now extending it through Ohio. Of trade conditions he said: "All the dealers with whom I came in contact anticipate a big business. I had an exceptionally nice business in my trip through Pennsylvania. Dealers are all stocking up heavily for the fall trade. The Ball-Fintze Co. are the largest jobbers of Victor and Edison goods in the Central States. We have sold a number of the new Victor Victrolas at \$200 each."

The Ward-Stilson Co., of New London, O., have added another graphophone to their commercial equipment, which now numbers nine machines, all purchased from the Columbia Co., of this city.

The Columbia Phonograph Co., taking advantage of Lew Dockstader's minstrel show at the Opera House this week, have decorated their windows with large Dockstader posters and cards inviting everybody to come into the store and hear Lew Dockstader sing "Everybody Works But Father" and "Uncle's Quit Work, Too." It is a well-known fact that the sale of records in the talking machine business is greatly influenced by the theaters, and the Columbia folks are certainly alive to the situation.

A rural gentleman walked into a talking machine store recently and said he wanted some "graphophone tacks."

A lady called at the store of the Columbia Co. a few days ago and asked for some needles. In reply to the query she said she would take a ten-cent package. The next day she returned with the package, saying there were "no holes in them," and she couldn't use them. She wanted sewing machine needles. As there was no explanation the saleslady supposed, of course, she wanted machine needles. The purchaser simply got into the wrong store.

Few of the old-time organ-grinders are seen about the thickly populated sections of the city nowadays. The spirit of the trust has not only impregnated the big enterprises, but has spread to channels of enterprise so small, or seemingly so, that the hand-organ with its frisky monkey, has fallen under its gigantic shadow. The aged cripple or decrepit old foreigner who stands by the curb and sleepily grinds out what were originally intended to be bewitching waltzes or martial airs, is being driven to the wall by a combination of "barrel organ" promoters. The mon-

key and the harsh grating notes of the old organ-grinder lend amusement to the unattuned ears of children, but woefully rack the nerve of elders. Now, wherever he goes he is most certain to be followed by the big organ, oftentimes pulled by a horse. And its great swell of somewhat better music and its mandolin attachment, so metallically jarring to the sensitive ear, are sure to win more pennies from the children than the old machine can ever again hope to get.

Of the scores of big organs tolerated by suffering elders for the sake of the children, all are under the control of two or three men. What few remaining small organs there are in the city are usually trailed about by the big machines. The trust follows them relentlessly. When the little piping box has finished its repertory of halting, jerky, squeaks and discordant rasping it is soon followed by a broadside of "Waiting at the Church," "Wait Till the Sun Shines, Nellie," "It's a Grand Old Rag," etc. And the poor old organ-grinder, with his antique, crumbling machine—how can he compete? Even the children recognize the old fellow as quite passe. It is possible the talking machine may reach out after this barrel organ trust in time and drive it from the field, and there is the possibility of our preaching our own funeral sermon, an example of which is afforded by an old preacher who has requested that the concluding ceremony of his funeral shall be the rendering on a talking machine of a benediction composed by himself.

### WILL STIMULATE TRADE.

**Cater to Your Independent Customers by Allowing Them to Hear Your Latest List of Records in Their Own Homes.**

A retail dealer always has a certain number of independent customers. By independent I mean the people who do not care to come to a dealer's store and wait their turn in a crowded hearing room to have records played for them. As these are generally the class of customers who are of the most value to a dealer, because of their ability to purchase anything they like regardless of price, it will pay him to look after their interests.

Why not send a boy with a record case filled with your latest stock around to such a customer's house on a rainy evening, when all thoughts of park or lawn have been dissipated by the weather? You will find that he will welcome the opportunity of partaking of a concert with delight, and it will be all the more enjoyable to him because unexpected. The boy will return to you with a very materially lightened burden, and a countenance aglow with satisfaction, for he will "get his," you know. You can always trust Young America for that.

Aside from the additional profit accruing from this branch of your business, and the instinct for money making instilled into the heart of the small boy, it will pay you by bringing to your door the good will of the moneyed class—a fine thing to have in the talking machine business.

HOWARD TAYLOR MIDDLETON.

### NEWARK AS A CENTER.

**The Location of Many Eminent Concerns.**

It is very likely that if a center of the talking machine industry were to be located it would be found to be in Newark, N. J., and vicinity for the factories making both machines and sundries in that section are almost innumerable. Besides the enormous plant of the National Phonograph Co. at Orange, there is the Universal Talking Machine Co. in Newark proper, as well as the Tea Tray Co. and New Jersey Sheet Metal Co., makers of horns and other manufacturers too numerous to mention, all devoted to making some part of the talking machine's equipment.

The Valiquet Novelty Co., who make a number of coin-operated machines for arcades, including the picture-phone, are also located in Newark, and more are coming.





## A big help to dealers

Did you ever consider the value to you of the advertising we are constantly doing? Did you ever think how this publicity could be used to your greatest advantage? Our magazine advertising goes to 49,000,000 readers every month and opens up a field for the sale of

## Victor Talking Machines and Records

that is as broad and long as the United States itself.

There isn't a dealer anywhere who isn't helped by this widespread publicity; but some dealers don't realize how helpful it can be made if they do their part.

Whatever portion of these 49,000,000 people live in your vicinity is yours to work on, and this is the way to do it:

Follow up the impression made by our advertising by doing some of your own in the local papers, by circular work and window display. Invite people to your store to hear the *Victor*. Try to let everybody know *you* have the *Victor*.

Easy enough and extremely profitable. Why don't you try it?

### Victor Talking Machine Company Camden, N. J.

P. S.—You'll find it profitable to carry out this idea: Place standing monthly orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them.) Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor Distributors as follows:

Albany, N. Y.....	Price Phonograph Co.	Memphis, Tenn.....	O. K. Houck Piano Co.	San Francisco, Cal....	Sherman, Clay & Co.
Altoona, Pa.....	W. H. & L. C. Wolfe.	Milwaukee, Wis.....	McGreal Bros.	Salt Lake City, Utah..	Carstensen & Anson Music Co.
Atlanta, Ga.....	Alexander-Elyea Co.	Minneapolis, Minn...	Minnesota Phonograph Co.	Savannah, Ga.....	Youmans & Leete.
Baltimore, Md.....	Phillips & Crew Co.	Mobile, Ala.....	Wm. H. Reynolds.	Seattle, Wash.....	Sherman, Clay & Co.
Birmingham, Ala....	Cohen & Hughes.	Montreal, Canada....	Berliner Gramophone Co., Ltd.	Sioux Falls, S. D.....	Sioux Falls Talking Mach. Exchange.
Boston, Mass.....	E. F. Droop & Sons Co.	Nashville, Tenn.....	O. K. Houck Piano Co.	Spokane, Wash.....	Eiler's Piano House.
Bridgeport, Conn....	H. R. Eisenbrandt Sons.	Newark, O.....	Ball-Fintze Co.	Springfield, Mass....	Metropolitan Furniture Co.
Brooklyn, N. Y.....	Wm. McCallister.	New Haven, Conn....	Henry Horton.	St. Louis, Mo.....	O. K. Houck Piano Co.
Buffalo, N. Y.....	E. E. Forhes Piano Co.	New Orleans, La....	Nat'l Auto. Fire Alarm Co.		Koerber-Brenner Music Co.
Canton, O.....	Oliver Ditson Co.		Philip Werlein, Ltd.	St. Paul, Minn.....	St. Louis Talking Machine Co.
Charlotte, N. C.....	Eastern Talking Machine Co.	New York, N. Y.....	Bettini Phonograph Co., Ltd.		W. J. Dyer & Bro.
Chicago, Ill.....	M. Steinert & Sons Co.		Blackman Talking Machine Co.		Koehler & Hinrichs.
Cincinnati, O.....	F. E. Beach Co.		Landay Brothers.	Syracuse, N. Y.....	Minnesota Phonograph Co.
Cleveland, O.....	American Talking Machine Co.		Sol. Bloom.	Toledo, O.....	W. D. Andrews.
	Roht. L. Loud.		C. Bruno & Son.		The Hayes Music Co.
	Walbridge & Co.		I. Davega, Jr.	Washington, D. C....	A. J. Rummel Arms Co.
	The Klein & Heffelman Co.		S. B. Davega.		Whitney & Currier Co.
	Stone & Barringer Co.		The Jacot Music Box Co.	Wilkesbarre, Pa.....	John F. Ellis & Co.
	Lyon & Healy.		Stanley & Pearsall.		S. Kann & Sons Co.
	The Talking Machine Co.		Benj. Switky.		Isaac Benesch & Sons.
	The Rudolph Wurlitzer Co.		The Victor Distributing & Export Co.		
	The Rudolph Wurlitzer Co.		The Regina Co.		
	W. H. Buescher & Sons.		Piano Player Co.		
	Collister & Sayle.		A. Hospe Co.		
	Eclipse Musical Co.		Nebraska Cycle Co.		
	The Perry B. Whitsit Co.		Chas. C. Adams & Co.		
	Thos. Goggan & Bro.		C. J. Heppe & Son.		
	The Fetterly Piano Mfg. Co.		Musical Echo Company.		
	Knigh-Campbell Music Co.		Penn Phonograph Co., Inc.		
	Edward H. Jones & Son.		Wells Phonograph Co.		
	Grinnell Bros.		Western Talking Machine Co.		
	Harger & Blish.		H. A. Weymann & Son.		
	French & Bassett.		Theo. F. Bentel Co.		
	W. G. Walz Co.		Pittsburg Phonograph Co.		
	Thos. Goggan & Bro.		Powers & Henry.		
	J. A. J. Friedrichs.		Standard Talking Machine Co.		
	S. A. Floyd.		Cressey & Allen.		
	Bergstrom Music Co.		J. Samuels & Bro.		
	Carlin & Lenox.		Regina Company.		
	C. Koehring & Bro.		The Cable Co.		
	Metropolitan Talking Machine Co.		W. D. Moses & Co.		
	J. W. Jenkins Sons Music Co.		Giles B. Miller.		
	J. F. Schmeltzer Sons Arms Co.		The Talking Machine Co.		
	O. K. Houck Piano Co.		Totten's Music House.		
	Sherman, Clay & Co.		Thos. Goggan & Bro.		

**FILL OUT**  
**CUT OFF**  
 Victor Talking Machine Company, Camden, N. J.  
 Please send me illustrated catalogue of Victor Machines and Records, with full trade information and names of my nearest distributors.  
 Name.....  
 Street.....  
 City.....  
 State.....  
**MAIL TO-DAY.**



## THE QUAKER CITY NEWS BUDGET.

August Makes Good Business Showing—Continued Enlargement of Victor Plant—Hawthorne & Sheble's Great Establishment—Heppe Incorporation—What Some of the Leading Jobbers Have to Say Regarding Trade Conditions—Manager Marschalk Enthusiastic Over New Victor Specialties—Penny Palaces and Talkers—New Dealers in Evidence—Australian Jobbers in the City—New Columbia Branch—Compiling Statistics About Noises.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 10, 1906.

August business in local talking machine circles was generally satisfactory—in a number of cases being very good and surpassing the same period a year ago. Jobbers predict good fall business and are preparing for it. September business is reported excellent, due in great part to the home coming of people who have been away for the summer and the opening of Fall trade.

A number of additional improvements are to be made by the Victor Talking Machine Co., at its Camden, N. J., plant. A two-story brick warehouse addition, 148 x 123 feet, is to be erected at Front, Linden and Point streets. Camden City Council, by ordinance, has granted the company permission to erect buildings on the southwest corner of Front and Cooper streets, opposite the main building. It is probable an office building will be erected on the site. It is the "same old story," so far as business at the large plant is concerned: everyone is very busy and steady efforts to keep up with orders on hand are constantly being made. Large shipments of records and machines are made daily.

The new quarters of the Hawthorne & Sheble Mfg. Co., at Jefferson and Howard streets, are admirably adapted for the increasing trade of the firm—an entire first floor is occupied, being divided into office, storeroom and manufacturing departments, with additional rooms for shipping, packing, etc. Employees engaged in manufacturing the company's "Artistic Flower Horns" and other talking machine equipment are usu-

ally skilled, as is shown in the perfect products which leave the factory. When the World's representative called, Mr. Sheble, of the company, was deeply engaged with out-of-town customers and could not be seen, but from other sources it was learned that the plant is very busy and the outlook for Fall business is very bright.

An incorporation of note the past month was that of the piano and musical instrument house of C. J. Heppe & Son. The incorporators of record are C. J. Heppe and F. J. Heppe, of Philadelphia, and John G. Stratton, of Camden, N. J., where the incorporation papers were filed. The firm is capitalized at \$1,100,000. At their large warerooms on Chestnut street, Heppe & Son handle pianos, piano players, Victor talking machines and various musical instruments, and are accounted one of the reliable houses of the city.

"Business with us has taken a big jump," said Manager H. T. Lewis, of the Lewis Talking Machine Co., 15 South 9th street. "Trade has improved very much. No, I can't say very many new parties have gone into the retail trade; Summer seems to take their nerve, but this Fall, no doubt, a number of new retail stores will open. We have made a 'hit' with the Twentieth Century Home machine—the \$75 Columbia talker. Have put out a large number of them and could put out more if we had them on hand."

"We are getting in a good many orders for future delivery," said John B. Miller, of the Penn Phonograph Co., 17 South 9th street. "We have just leased the premises next door, that is,

the ground floor, and will utilize it as storage quarters. Here at No. 17 we will continue our salesrooms, offices, etc., but, having outgrown our present quarters we had to take on additional room. What is the outlook for Fall trade? Fine! We are placing heavy orders with confidence, and I have no reason to believe but that trade will be very good."

Manager John A. Gouldrup, of the Columbia Phonograph Co.'s main Philadelphia office, 1109 Chestnut street, said of trade conditions: "We have had a good August and look for better things in September."

Haddonfield, N. J., people are after one "John Doe," who, at his place on Centre street keeps a talking machine working overtime on "rag time" music. "Doe" belongs to the class who operates his machine not "wisely, but too continuously," and may have to answer to a nuisance charge.

A. L. Heil, of the main office of the Columbia Phonograph Co., visited Mt. Holly, N. J., the past month, where he looked up the doings of an alleged crooked salesman. He straightened matters out all right, it is said.

The Automatic Music Publishing Co., of Reading, Pa., which incorporated under Pennsylvania law the past month, is capitalized at \$10,000.

Gimbels, department storists, in their musical department the past month, have been pushing sales of Reginalphones and Victor goods with excellent success. The goods were first strongly advertised, an important part of a sales battle—and then, "having the goods," experienced and courteous salesmen did their share to exploit the machines and satisfy patrons. The musical department is now on the fourth floor.

Said a Ninth street jobber: "I don't take much stock in the invention of attaching a clock to set off a phonograph so that it will arouse a sleepy person. Gee! if I had a clerk who couldn't get up when an ordinary alarm clock goes off I'd fire him. Talking machines have too many other useful purposes than to be used as alarm clocks. And look at it! Who could sleep if a phonograph got to yelling in every house?"

# We Sell Victor Machines and Records

THE BEST IS GOOD ENOUGH FOR US—HOW ABOUT YOU?

Being Distributors of Victor Machines and Records only, it stands to reason that we can give you better service in this line than can those who job several lines, as we give our whole time and attention to satisfying the wants of those dealers who want Victor Goods and who want the best service possible.

WE INVITE A TRIAL OF OUR ABILITY IN "DELIVERING THE GOODS."

## OUR NEEDLES

ARE THE PERFECT-MEDIUM-QUIET

These are our own brands, put up by us. You can depend upon them every time.

We have Hundreds of Satisfied Users  
ARE YOU ONE?

Write us for full information. Samples sent free to dealers.

## THE TRUE TONE SOUND BOX

PRICE 5.00 EACH

Not an Experiment, but a Perfected Musical Instrument  
Has a Two-Inch Diaphragm. For VICTOR TAPER ARM only

Simple in construction, true in tone—giving a reproduction which surpasses anything you have ever heard. The tone is natural. Voices enunciate more distinctly and instruments are true to life. We have satisfied a great many distributors and dealers. Can we not satisfy you?

WE WILL SEND A SAMPLE UPON RECEIPT OF THE PRICE. If it is not satisfactory, return it, and we will refund your money. Regular Victor Discounts to Distributors and Dealers.

AMERICAN TALKING MACHINE COMPANY  
586 FULTON STREET, BROOKLYN—N. Y. CITY

Largest Talking Machine  
House in the City



A Philadelphia matron went her New York sister one better the past month. The New York mother called up her children, away in the country on vacation, by telephone, and gave them maternal advice. But Mrs. Quaker City reeled off her admonitions on a record, sent it to the youngsters at the seashore and saved both time and money. And again the talking machine had the advantage: Every time the children were "bad" and Nurse desired a change, she put "Ma's" disc on the machine and little Willie and Margaret soon heard their boss's voice bidding them "stop it" under penalty of the slipper. "Bless the talking machine!" says Ma. "It does save my voice so." "And your slippers," adds the nurse. Willie and Margaret are so down on the talker, however, they await a chance to "smash it."

In a trade chat, Henry E. Marschalk, manager of the Musical Echo Co., 1217 Chestnut street, said: "We have the two new Victor machines: the Victor Victrola and the Victor Auxetophone, and I predict that both machines will have phenomenal sales. Of course, being high grade machines, they will appeal to the well-to-do class. Business in general is very good. We are going after wholesale business very energetically."

Exhibitions of both the Victrola and Auxetophone machines were given at the Musical Echo Co.'s fine concert rooms the past month, for the benefit of dealers, etc., and both machines created a decided sensation. The Victrola was exploited August 23 and the Auxetophone on August 24. Both machines were sold at once.

Assistant Manager L. G. Gerson, of the Musical Echo Co., at present writing, is visiting state dealers and is securing good orders for near future and immediate delivery.

E. A. Hawthorne, who spends most of his time at the American Record Co. plant, Springfield, Mass., visited "home" the early part of September. He was accompanied by Theodore Bentel, a large Pittsburg talking machine jobber. On the evening of September 4 they were entertained at supper by Manager H. E. Marschalk, of the Musical Echo Co., and talked "shop," real estate trust bank failure, "fishing," and other interesting matters.

In the local courts the past month, Isaac Singer, a North 8th street merchant, applied for an injunction restraining Ernest and Eben Percival from running a graphophone in front of their "Palace of Amusements." Mr. Singer complained that the talking machine was a nuisance, destroyed his peace of mind and interfered with his business. The court took the matter under advisement. Last month Reuben Goldberger, also an 8th street merchant, applied for a restraining writ directed against J. W. Himebaugh, who conducts an amusement palace, asking that Himebaugh be prohibited from running a gramophone. This case was compromised by Himebaugh agreeing to place the talker hack in his store and moderate its volume of sound.

Among suits instituted in the local courts the past month was that of the Penn Phonograph Co. against L. Futernick, in which the complainant alleges breach of contract.

The phonograph is said to be the underlying cause of a murder which occurred at Scranton the past month. In operating Luigi Salwiner's talking machine, Vincenzo Errinoni broke a record. This enraged Salwiner, who procured a revolver and shot Errinoni dead.

H. M. Ko Eune has opened a retail talking machine store at 3016 Ridge avenue and carries a well selected stock of Victor and Edison machines, records and supplies. He is in a good business neighborhood and will doubtless meet with deserved success. One of the first—if not the first—dealers on Ridge avenue, is C. B. Stahl, who at No. 2510 is handling "talkers" and records with good success.

John Blackman, the Edison jobber, of New York City, was a trade visitor the past month.

Ruane & Bayley, retail talking machine dealers at 5158 Haverford avenue, have dissolved partnership. John F. Ruane succeeds to the business and stand of the old firm. F. R. Bay-

ley has opened an entirely new retail store at 5004 Baltimore avenue—a rapidly growing section of the city—where it is most likely he will meet with good success.

Courtland Shaw, on or about October 1, will open a retail talking machine store at 52d and Cedar streets, West Philadelphia. Mr. Sham was formerly with the Victor Talking Machine Co., has a thorough knowledge of the "talker" industry and is really one of the pioneers of the industry. It is said he will carry a big stock of machines and supplies.

Robert L. Gibson, well known in local talking machine circles, is engaged in perfecting a number of "talker" improvements and inventions.

Another legal contention, in which the phonograph figures, arose in Camden, N. J., the past month. John Pulaski and Frank Nowack were enjoying talking machine music when David Hollander, a strolling musician, came along and, playing upon a combination of instruments, marred the pleasure of Pulaski and Nowack. They assaulted Hollander and broke his instruments, with the result that they have been held in heavy bail for atrocious assault.

While the talking machine may figure in court it has its good side, too, as was demonstrated recently near Norristown, Pa. A graphophone, the property of the Port Indian Outing Club, was stolen from the club's boathouse. It was found in possession of two men and led to their arrest for housebreaking.

A swindler at Haddonfield, N. J., used a talking machine as the "bait" to lure money from the pockets of people to whom he told a story that he was collecting funds with which to buy the "brave firemen" a phonograph so that their "hours of ennui would be relieved." Before the swindler could be headed off he had collected \$18, and the "brave firemen" are more than tired.

Said a representative of the Keen Talking Machine Co., 8th and Cherry streets: "Trade has been a little quiet, but is improving."

Said Louis Buehn, of the Wells Phonograph Co., 45 North 9th street: "August business was the biggest we ever had for that month. The outlook for business is good; orders are getting larger all the time."

Said S. Ford, of the Disk Talking Machine Co., 13 North 9th street: "Business is very good; we have placed Zon-o-phone goods with the trade in all parts of the city and over the State. We have increased trade tenfold. Zon-o-phone records at 50 cents have proved popular and sell quickly."

Said H. A. Weymann, of H. A. Weymann & Son, jobbers, 923 Market street: "Our business

in July and August this year ran 50 per cent. ahead of a year ago. Our trade in Edison goods, especially, has been extremely large and is growing right along. We have added a new floor to our wholesale phonograph department. The addition, which is 20 x 200 feet, gives us much needed room and it will be devoted to our talking machine department entirely."

Edward J. H. Smullen, salesman with the Lewis Talking Machine Co., 15 South 9th street, left early in September on a regular sales trip to Pennsylvania points. He has been sending in good orders ever since.

Charles R. Chapman, one of the largest phonograph jobbers in Australia, was a trade visitor the past month. Mr. Chapman is combining business and pleasure on his visit to this country. At Newcastle, New South Wales, he has a jobbing phonograph business reputed to be the largest in Australia. Mr. Chapman visited Philadelphia in order to see the famous Baldwin Locomotive Works, and was entertained by Manager John A. Gouldrup, of the Columbia Phonograph Co.

The Columbia Phonograph Co. has opened a South Philadelphia branch salesroom at 1402 Jackson street, in charge of Manager Harry Brack. A complete line of Columbia goods is carried and business, ever since the opening of the store, has been very satisfactory. Charles E. Gabriel, formerly assistant manager of the Columbia Co.'s Camden, N. J., branch store, has been appointed manager and is pushing sales successfully and vigorously.

Frank O. Miller, of F. O. Miller & Co., Jacksonville, Fla., was a trade visitor the past month. F. O. Miller & Co. are influential sewing machine merchants at the Florida town mentioned, and have put in a large department of phonographs, records and supplies.

Mrs. Imogene B. Oakley, a club woman, of Germantown, a suburb, is compiling statistics about unnecessary noises—with the object in view of doing away with them, it is stated. "Anybody who makes his or her living by emitting noises ought not to be disturbed," asserts Mrs. Oakley. A noise made by a crowing rooster is unnecessary, she holds, because he does not make his living by it. Phonograph men can feel safe, under Mrs. Oakley's theory: the noise they and their machines make are necessary, because they make their living by it. If the courts will only take this view of the matter, short work will be had of several "restraining" order cases instituted against phonograph operators by complaining merchants.

Jobbers and dealers in Columbia Phonograph Co.'s lines were well pleased upon learning that

## New England Dealers

will be interested to know that we have for six weeks past been preparing to supply their wants promptly when the Fall and Winter rush is on.

¶ We will have on hand by October 1st a surplus stock of over twenty-five hundred Edison and Victor machines and over two hundred thousand Edison and Victor records. This surplus with the deliveries the factories will make us during the rush season will enable us to give dealers' orders the same attention as we would ordinarily during the Summer.

¶ Prompt and Full Shipments on day order is received.

¶ Send for our new list of "Live Ones" of the Edison Record List.

¶ If you are not already handling the Mega Flower Horns (plain and decorated) send for descriptive circulars and prices.

NEW ENGLAND DISTRIBUTING HEADQUARTERS

**THE EASTERN TALKING MACHINE CO.**

**177 Tremont Street, Boston, Mass.**

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES.  
Eastern agent for HERZOG DISK and CYLINDER RECORD CABINETS :: ::



the Columbia company had succeeded in attaching Marconi, the famous inventor, to their experimental staff.

It is stated negotiations are on between a local jobbing house and a large musical house, whereby the latter will add a "talker" department to its present large business. By next month particulars can probably be given.

### "TALKER" IN BOSTON CAMPAIGN.

Parrot Used as a "Blind" in a Novel Means of Securing Votes.

The residents of the Roxbury district in Boston, Mass., are being treated to a little novelty in the way of political advertising which has attracted no end of attention. In ward 18 there is a bitter House fight this year, and the "anti-regulars," Councilman Daniel J. Curley and former Councilman Thomas Fay hit upon a scheme for attracting attention to their candidacies which has the "regulars" looking on with open-eyed envy.

Passersby in the vicinity of the Curley-Fay headquarters, 1142 Tremont street, have their attention arrested by shrill cries which fairly root them to the spot upon which they are standing, and few pass by without investigating the source of the cries.

In the doorway of 1142 Tremont street, where the curtains are closely drawn, is a parrot of the color which would naturally attract the attention and admiration of every true Irishman. And as the people pass by they cannot bring themselves to believe that it is not the parrot which is constantly crying out: "Democrats! Democrats! vote for Curley and Fay!"

All day long this cry is kept up, and all day long inquisitive pedestrians scratch their heads while they listen to the shrill cry and attempt to fathom the mystery, for after the first or second glance it is apparent to most that the parrot is not working overtime.

The secret of the cries remains hidden behind the curtained windows, where Curley and Fay have placed a phonograph, and where it is forever grinding out: "Democrats! Democrats! vote for Curley and Fay!"

Rather proud of the attention which he thinks he is attracting, the parrot adds to the confusion with a few choice expressions which cannot be found in President Roosevelt's "nu spelling buk," and gradually he is learning to deliver himself of parts of the phonographic "spiel." There are three other candidates in the field from Ward 18, but as yet they have not been able to overcome the advantage of having a parrot making the preliminary campaign for their opponents.

### THE PIANOLA AND THE "TALKER."

This Well Known Instrument Used by Edison in Making Experiments at His Laboratory in Orange, N. J.

In the development of sound reproduction in connection with talking machine records the pianola played a by no means unimportant part. At least this is the inference from what W. E. Gilmore, president of the National Phonograph Co. recently told a party of visitors at the works in Orange, N. J. They were in one of the laboratories, and after carefully examining the curious apparatus and machines, the inventions of the famous originator of the phonograph, an old square piano, equipped with a pianola, attracted the attention of the music men present. Naturally Mr. Gilmore was asked the meaning of so seemingly an incongruous exhibit in the midst of chemical and mechanical appliances, when he replied, laughingly:

"Oh, yes; that's a pianola. You see, Mr. Edison, in making experiments in sound reproduction, soon found that no matter how skilful or artistic a pianist might be there was always a variation of time, expression and color every time a piece was played. At his suggestion I bought him a pianola, then the music was ren-

dered uniform, no matter how many times it was performed. This was precisely what Mr. Edison desired to record the data in figuring out certain results in sound reproduction for phonographic records. So satisfactory was the pianola that Mr. Edison wanted another in his private office and experimental room for the same purpose."

### MILWAUKEEANS ARE BUSY.

McGreal Bros. Carrying Enormous Stock of All Lines of Machines—Florsheim & Ging Buy Out Bennest—Mr. Thomas a Progressive Columbia Man—Geo. H. Eichholz Doing Well—Huseby Co.'s New Quarters.

(Special to The Talking Machine World.)

Milwaukee, Wis., September 10, 1906.

McGreal Bros., by far the largest factors in the talking machine business, have made a remarkable record, and the manner in which they have been expanding of late proves that in the few years they have been in business they have been building on strong and sure foundations. The main store remains at 173 Third street, where L. E. McGreal, the head of the concern, makes his headquarters. They also have another retail talking machine store in South Milwaukee. The other member of the firm, Hugh McGreal, devotes his attention mainly to their extensive credit clothing business in South Milwaukee. The firm recently moved their wholesale department to commodious headquarters at 317-319 Milwaukee street. Their inventory the first of August showed a stock of 110,000 Edison and Victor records. They have been Edison jobbers ever since they started, and a couple of months ago also lined up as jobbers of the product of the Victor Co. The firm does an extensive business in the jobbing line. They have something like 200 accounts in Wisconsin alone, and also have considerable business throughout Michigan, Minnesota, Iowa and Northern Illinois. They are preparing to put additional men on the road this fall, and will considerably extend their territory covered.

A. F. Bennest, who for the past two years has owned the talking machine department in the Boston store, Milwaukee, sold out on August 25 to Florsheim & Ging, who also have the small goods, pictures and toy departments, and who will continue it in charge of T. B. King, formerly of Syracuse, N. Y., and who has an interest in the talking machine department. The Victor line is handled exclusively. Mr. Bennest has long been in business in Milwaukee. His future plans have not been definitely made, but he will

surely remain in the talking machine field.

Mr. Thomas, manager of the Columbia Phonograph Co.'s store on Grand avenue, is a talking machine man of the most progressive type. He is giving the Columbia an able representation in Milwaukee, and goes out of his way to find new methods of pushing the company's goods. He works the "racial" idea thoroughly. When The World man called Mr. Thomas was demonstrating bagpipe and other records reminiscent of the land of Auld Lang Syne to a crafty Scotchman, whom he had been working on for weeks to get into the store. As he left he told Mr. Thomas that he would take the matter up with his lodge and have the talking machine man give them an all-Scotch concert in the near future. That's the way Thomas works. He watches the bulletins keenly for records appealing to some particular class of people, and then goes about the task of bringing the people and the records together.

The Huseby Co., who moved to their new store on Grand avenue a few months ago, are doing a nice retail business, and make attractive window displays of their line.

McGreal Bros. recently sold their store at Fond du Lac, Wis., to W. J. Augustin, who had managed the store for some time. The Victor and Edison are the lines carried.

George H. Eichholz is a prosperous talking machine dealer at 1340 Fond du Lac avenue. He only started in business for himself a couple of years ago, but has built up a fine business handling Edison goods exclusively.

### THEY USED THE TALKING MACHINE.

Upon the trip of Chairman Killam and Dr. Mills, of the Canadian Railway Commission to Dawson City, to investigate complaints regarding freight rates and other matters, N. R. Butcher, the official stenographer, will have the evidence at each hearing read into a talking machine from the stenographic notes, and the record sent to Toronto for transcribing. The finished records will have traveled 4,500 miles across the continent.

The Burlington (Vt.) branch of the American Phonograph Co., of Gloversville, N. Y., have separated their wholesale from their retail department, having leased a large three-story building on College street, with floors 45 by 90 feet. The new quarters are equipped with racks to hold 92,000 Edison records, and with an additional traveler engaged, the company anticipate a heavy season's business throughout the Eastern States.



## Keeps Talking Machines "Well"

The "insides" of talking machines are liable to get out of order—same as folks' insides. It "oil" depends on the oil. "3-in-One" Oil keeps all kinds of talking machines "well" and their owners happy. Maybe other oils will do the same—maybe they won't. There's no "maybe" about "3-in-One"—twelve years of success and growth proves its superiority.

"3-in-One" is "good medicine" for every talking machine part. Lubricates the action points; brightens and prevents rust on the metal surfaces; keeps disc and cylinder records free from dust particles, thus assuring perfect tone and harmony.

Where do you come in? Quick, easy sales and 50 and 100 per cent. profit—that's where. Your jobber can supply you with "3-in-One"—place a trial order to-day. FREE sample bottle and the "3-in-One" Book sent on request. Write to:

**G. W. COLE COMPANY,** Sole Makers of "3-in-One"

Broadway and Liberty Streets,

New York City.



*The Talking Machine World,  
September 15, 1906.*



*THE MARVELOUS*  
*SEARCHLIGHT*  

---

*HORN*  

---

Style—Red de Luxe, Decorated.  
For all cylinder and disc machines

*FOR DESCRIPTION SEE OTHER SIDE*



**REPRODUCES THE FULL STRENGTH OF THE RECORD**

Sold only through Jobbers Send to your Jobber for Samples

MANUFACTURED BY THE  
SEARCHLIGHT HORN COMPANY  
753-755 Lexington Avenue  
Borough of Brooklyn, New York

[illegible]



## GREAT ACTIVITY IN 'FRISCO.

Talking Machine Trade in San Francisco Has Assumed New Life—Leading Dealers Are Enlarging Their Space—The Outlook Good.

(Special to The Talking Machine World.)

San Francisco, Cal., Sept. 1, 1906.

So steadily has the demand for talking machines increased in this city since the resumption of business that nearly every dealer of importance has found it necessary to largely increase the space devoted to his goods.

Benjamin Curtaz & Son recently fitted up the California street portion of their store for handling "talkers" at retail, and so large has their business become that they have had to arrange for individual trying out parlors and extra record racks.

The Victor line is the winner with Peter Bacigalupi & Sons, 1113-1115 Fillmore street, and a strong demand for these goods has sprung up as a result of the company's liberal advertising. The window displays of this firm are always worthy of note, a unique example being shown this week. The two show windows, one on each side of the entrance, have been draped to imitate the horns of a talking machine. The plate glass window serves as the wide end of the horn and the draperies of cloth, red in one window and blue in the other, extend back in a funnel shape and in the center a picture is placed with the window cards and inscriptions desired for the day's advertising. The effect is that of two large phonograph horns facing the street and serves to draw marked attention to the store.

Clark, Wise & Co. are among those who have been compelled to enlarge their talking machine department to meet demands. The balcony in the front of the store, devoted to the "talkers," has been extended along one side, about doubling the space available for this department. As this firm handles all the leading makes of machines and records it is readily seen that the extra space was badly needed.

The Southern California Music Co. on South Broadway are making alterations on the third floor of their building with the ultimate object of increasing their stock of machines and records. It is their intention to carry a stock of 60,000 records.

In Sherman, Clay & Co.'s new store there is a large space allotted to the talking machines, and Manager A. J. McCarthy is figuring out how to use it to best advantage, as he says he needs every bit of it.

Several new talking machines have been opened recently, among them being that of M. Heydenfeldt, formerly connected with Kohler & Chase, on Golden Gate avenue, who will handle the Victor and Zonophone lines.

J. A. Leitz, under the title of the Eureka

Phonograph Co., will shortly open a store at 429 Fifth avenue, Eureka, Cal., where he will carry a large line of Edison machines and records.

## TALKING MACHINE AT OUTING PARTIES.

Outing funds conducted by newspapers in behalf of poor children have been a feature of the summer season in Philadelphia for several years, and one of the most successful methods of obtaining money for this righteous cause is giving porch parties.

A porch party is a very enjoyable affair, indeed, and is generally carried out by the children of the better class of society, backed by a newspaper, in aid of their less fortunate comrades. Some sort of entertainment is always indulged in and refreshments served. As the name implies, the porch is the place where these parties are held, and tastefully decorated with Japanese lanterns and flags, it makes a very striking picture against the sable background of the night. Only a small admission is charged, but so largely are these affairs patronized, that very substantial financial returns are often realized.

A talking machine man in discussing porch parties with the writer the other day incidentally remarked that they provided a rare opportunity for free advertising for any one in his business. He stated that the idea of donating a talking machine concert to the outing fund porch parties occurred to him early in the season, and he had made the most of it, sending a machine and operator to every celebration of the kind throughout the summer. In all cases advertising matter was distributed and questions courteously answered. The result was a large increase in sales for both machines and records, and in several instances outfits were disposed of on the spot.

It is, of course, too late now for a dealer to profit by this article this season, but it will pay him to cut it out and pin it in his hat-band to be taken up against next Summer, for by doing so he can increase his business without cost, which is an achievement.

HOWARD TAYLOR MIDDLETON.

## STRENUOUS SALESMANSHIP.

Len Spencer, whose voice issuing from the horn of a talking machine, is as familiar to the owners of these machines as that of some of their relatives, tells an interesting story of strenuous salesmanship that is worth repeating. Of course, somebody else, not Len, was "on the job." But to the story:

"Once upon a time I hired a horse and buggy and went through the country to sell talking machines. The results, the first day or two, were not altogether encouraging, and I was getting desperate. Toward nightfall the second day I pulled up at a farmhouse on the outskirts of a little Jersey coast town, determined to sell a machine at any cost, by any means. I was met by a vicious-looking bull dog, and a more savage-looking native, who demanded to know what I wanted.

"I said: 'Neighbor, I'm selling the best article on the market in the line of talking machines, to entertain and rest you and your family when you're tired, and tell you what's going on in the world where you can't go and see for yourself.'

"Talking machines! Huh! I'm willin' to bet this whole darn (he didn't say darn) farm agin a chaw of terbacker that my wife, Betsey Ann, kin talk faster, slicker 'n' more ter the point in good, plain English, than any darn machine yew ever heard gab!'

"I said: 'Can't I show it to you?'

"Don't trouble yourself.'

"I'm used to trouble.'

"Don't say! Yew don't look like it!'

"Yes, but I've had trouble. I've been in jail thirty days. Just got out.'

"What wuz yew sent to jail fer?'

"For nearly killing a man who wouldn't buy one of my talking machines!'

The old man came up and began to take notice. I sold him that machine.'

"It's the Easiest Thing in the World" to Sell

# Hohner

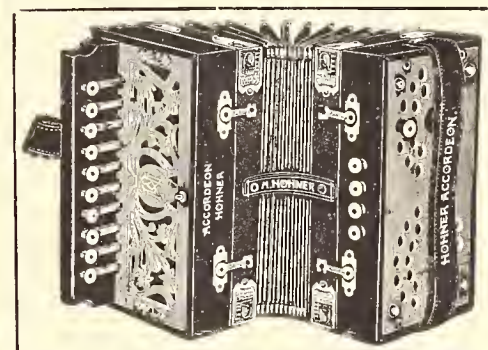
## Harmonicas and Accordeons



The Lyre Harmonica Assortment

A Good Side-Line for Talking Machine Dealers

Small Stock  
Little Capital Required  
Big Demand  
Big Profits



## Mr. Talking Machine Dealer:

You have the facilities, why not handle Harmonicas and Accordeons and make an extra profit? There's a demand for these goods everywhere and it will require but a small investment to get a share of the business. The Hohner Harmonicas have been on the market for half a century during which time they have satisfied the desires of the most critical. The name "Hohner" is now a household word amongst the harmonica and accordeon playing public, and the mere announcement of the fact that you have these goods for sale will be sufficient to bring you numerous inquiries for them.

ANY JOBBER CAN SUPPLY YOU

A Postal Will Bring You  
the Latest Catalogue

**M. HOHNER**  
475 Broadway, New York  
AND 76 YORK ST., TORONTO, CAN.



### DISC RECORD CABINETS

Our No. 132 is a handsome, well-proportioned Cabinet with French Legs.

Holds 192 Disc Records up to 12 inch.

High—35 inch  
Wide—20 3/4 inch  
Deep—15 1/4 inch

Write for Catalogue and prices or ask your Jobber for the Feige Cabinets.

**FEIGE DESK CO.,**

2074 Genesee Ave., Saginaw, Mich., U. S. A.

If You Are Interested  
IN  
**VICTOR TALKING MACHINES**  
OR  
**EDISON PHONOGRAPHS**

Write at once to

**SOL. BLOOM, 3 E. 42d St., N.Y. City**



## TRADE HAPPENINGS IN THE WEST

Fall Trade Soon in Full Swing—Reorganization of Talkophone Co.—Wurlitzer Expansion—Lyon & Healy's Catalogue of Self-Playing Instruments—Marketing of the Crescent Tone Regulator—H. E. Marschalk a Visitor—Cable Company Becoming Strong Factors in Wholesale Trade—Victor-Victrola Creates a Furore—Talking Machine Co.'s Growth—Babson Bros. Going Extensively Into the Jobbing Business—News Budget of the Month.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,  
Chicago, Ill., Sept. 10, 1906.

August made a comparatively poor showing as compared with June and July, a condition natural to the season, but the cooler weather ushered in with September is bringing many of the resorters back on the jump and business is picking up in excellent shape according to the reports all along the line. In another week or so the Fall trade will be in full swing and everyone looks for business of unusual volume. Jobbers report country dealers ordering briskly and placing somewhat larger requirements than usual at this time.

The fact that the Talk-o-Phone Co., of Toledo, is under process of reorganization has been known in the trade here for some weeks, but actual news is still very scarce. It is now stated positively on good authority that President Irish has sold his interests and has retired entirely from the company and that Mr. Metzger, the former secretary, has been made president in his stead. The company's plant, which has been shut down for several weeks pending the reorganization, will shortly start up, it is said, and various improvements in the product are being made. The name of the company will be changed it is reported. Considerable new capital has been put into the company and various rumors are afloat regarding the personnel of the new stockholders. It is understood that the new machine placed on the market last Fall, with the mechanical feed device by which the reproducer arm is propelled across the record independent of the action of the needle, will be manufactured

and pushed vigorously by the new organization.

Rudolph H. Wurlitzer, secretary of the Rudolph Wurlitzer Co., of Cincinnati, was in Chicago last week on a visit to Edward Uhl, manager of the Wurlitzer Co.'s big Chicago branch at 268 Wabash avenue. Mr. Wurlitzer told The World representative that he was agreeably surprised at the amount and volume of talking machine business this summer. Their retail business in Cincinnati is growing rapidly and this year so far has been about three times as large as for the corresponding period in 1905. The demand for the various automatic machines they manufacture has been phenomenally large and they have been having the greatest difficulty in keeping up with the demand.

Lyon & Healy have issued a new catalogue of music for the Majestic pneumatic self-playing piano. It contains all the latest hits and a good many selections which can hardly be classed as hits yet, but which have an undoubted future before them. Mr. Wade, who presides over this department, says that this Summer's business on the Majestic was over twice as large as last year. They are also preparing to push energetically the Pianette, a small coin-operated player which operates without electricity. Mr. Wade looks for a large sale.

John Otto, manager of the retail talking machine department at the Chicago house of the Rudolph Wurlitzer Co., is a fully developed Edison crank. His particular pride is that he has every Edison record now on the market in stock—everything from No. 2 to 9361.

Miss Peters, formerly with the Chicago office of the Columbia Co., has charge of the sales end

of the talking machine business at Siegel, Cooper & Co., and is giving evidence that woman is worthy of a prominent place in this trade. J. L. Kestner, of the firm, who buys the talking machines, together with other lines, is now on a buying trip to New York.

Charles F. Baer, the competent assistant manager of the Chicago office of the Columbia Phonograph Co., will take unto himself a wife the middle of this month in the person of Miss Lucas, the accomplished young lady formerly employed in the order department of the same house.

C. W. Noyes, secretary of the Hawthorne-Sheble Mfg. Co., has been circulating the following petition among the local jobbers:

"For the purpose of presenting to dealers a price list to cover various lines of supplies used in the talking machine trade, we deem it advisable and are agreed that from this date forward we will accept as a standard price list the price list adopted by the Central States Jobbers' Association and hereto subscribe our names."

Mr. O'Neill, of the O'Neill-James Co., was in the East early in the month and spent a few days at the factories of the Hawthorne-Sheble Mfg. Co. and the American Record Co.

C. E. Goodwin, manager of the talking machine department at Lyon & Healy's, is very proud of a recent acquisition, Tom Gray, otherwise known as Lightning Tom, who has the reputation as being one of the quickest order fillers that ever happened in the trade. "Just see that this gets into the hands of Lightning Tom and have him push it along," is the comment on many a rush order coming to Lyon & Healy these days.

Frederick Sheppy, proprietor of the Crescent Talking Machine Co., 3749 Wabash avenue, Cottage Grove avenue, and the inventor and manufacturer of the Crescent tone regulator one of the best devices of the kind on the market, has closed contracts whereby the Crescent will hereafter be marketed exclusively through the Cable Co. and the Talking Machine Co. The Talking Machine Co. will have the exclusive western dis-

# BABSON BROTHERS,

WHOLESALE

Edison Phonographs

AND RECORDS.

We desire to announce to the trade that we have secured the old quarters of the National Phonograph Co., at 304 Wabash Ave., Chicago, and G. M. NISBETT as Manager of our wholesale business.

*Complete Stock and Prompt Shipments.*

304 Wabash Avenue,

CHICAGO, ILL.



# The Cable Company

CHICAGO

## Talking Machines for the Trade

We are jobbers of the Edison Machines and Records, Columbia Machines and Records, American Records and the H. & S. Supplies; also distributors of the Crescent Tone Regulators.

We have special facilities for placing attractive novelties in the hands of our dealers and keep our patrons constantly informed regarding the new articles in this line.

Our wholesale Talking Machine Department is entirely separate from our Retail business and is organized to give prompt and satisfactory service to our dealers. Shipments are made promptly and we guarantee bright, clean, new goods.

*Write for samples of the wonderful Petmecky needle and Phonographine, the best Talking Machine lubricant. Crescent tone regulators sent on approval.*

### Automatic Pianos

We are jobbers of the imperial Coin Operated Pianos, both 44 and 58 note. The 58 note instrument is the only Automatic piano giving tone shading.

Talking Machine Dealers will find this a profitable line to carry.

*Write to-day for catalogues, terms and full information.*

Department "E"

**The Cable Company**  
Wabash and Jackson Aves.,  
CHICAGO.

tribution and the Cable Co. the exclusive Eastern distribution. The dividing line between the territories of the two companies runs due North and South through Chicago.

L. Kean Cameron, who justifies his name by being one of the keenest and most capable young talker salesmen in the city, has gone with the Cable Company as chief retail assistant to Manager J. W. Harrison, of the talking machine department. Mr. Cameron received his training in the business with Lyon & Healy, with whom he has been connected for the past four years.

A. D. Geissler, manager of the Talking Machine Co., was called to Evansville, Ind., last month on account of the death of his maternal grandfather, John S. McCorkle. Mr. Geissler's father, L. F. Geissler, general manager of the Victor Co., came from the East to attend the funeral.

Henry E. Marschalk, at one time credit manager of the Columbia Phonograph Co., in Chicago, but now manager of the Musical Echo Co., Philadelphia, was in the city last month renewing his old acquaintances in the trade here. Mr. Marschalk exhibited with considerable pride photos of the interior of the Echo Co.'s new store, which is certainly one of the best fitted up talking machine establishments in the country. In addition to the Victor line, the Musical Echo Co. are now Edison jobbers. As he left Philadelphia Mr. Marschalk noticed in the Pennsylvania yards two cars with the Edison label on them. They represented the initial shipment to his company.

The Chicago office of the Columbia Phonograph Co. have established a mail order department in charge of Mr. Brind, formerly with the American Novelty Co., of this city.

C. W. Noyes, secretary of the Hawthorne-Sheble Manufacturing Co., and Western representative of the American Record Co., left August 25 for a visit to the factories at Philadelphia and Springfield. He afterward went with Mr. Hawthorne to Atlantic City for a week or so of rest and recreation.

The latest Chicago jobbers to receive the agency for the famous "3 in One" oil are The Chicago Music Co. and the Talking Machine Co. Being an ideal lubricant for the delicate mechanism of the talking machine, "3 in One" oil is in great demand throughout the trade, and additional distributors will do much to facilitate the rapid filling of dealers' orders.

The Cable Company are becoming very strong factors in the wholesale talking machine and supply trade. As readers of The World know, they are jobbers of the Edison and Columbia goods, the American records, the various products of the Hawthorne-Sheble Manufacturing Co., and distributors and jobbers of a number of new specialties. They are also having a fine trade in the Imperial coin-operated pianos, both 44 and 58 notes, the 58-note instrument being distinctive on account of the perfect tone shading secured. The company's wholesale department is entirely distinct from the retail, and is located in another building. This week Manager Harrison, of the talking machine department, will commence giving daily concerts from noon until 5 o'clock in Cable Hall. As the season progresses some unique features will be embodied in these concerts, details of which will be given later.

The Victor-Victrola, a description of which will be found elsewhere in this issue, made its appearance in Chicago last week. It has created a furor. Notwithstanding the price, \$200, the samples placed on exhibition at the several leading Victor jobbers and dealers have been sold and liberal orders have been placed. Everybody is talking, not simply about the beauty of the cabinet, the perfect concealment of the mechanism and the facilities for record "albums," but principally about the tonal effects produced by means of the lid over the turntable by which departing sounds are eliminated and the further tone control possible by manipulating the doors concealing the "invisible" mahogany horn.

Frank Dilbahrer, head of the Western Talking Machine & Supply Co., manufacturers' agents, Suite 405, No. 185 Dearborn street, has

**ALL IN AN  
ENVELOPE**



This is the way your Records look when you receive them

**"If You Get Them from Us."**

As soon as received from the factory they are placed in an envelope and sealed. This seal is not broken until, in selling a customer, you break it.

**We Are the Only Victor Distributors in United States Who Do Not Retail.**

You might just as well be dealing with the Factory direct--the Goods reach you in the same condition.

**Over 100,000 Records  
Always in Stock.**

Give us your Fall business this year. Once gained we will hold it. Remember our big organization devotes its entire energy to filling the wants of *Dealers Only*.

Wherever you are in these United States, you may figure that freight on one order filled *completely* is less than on an original order and then on a back order.



105-107-109 Madison Street,  
CHICAGO, ILL.



already made arrangements to represent the following well-known concerns: Universal Talking Machine Co., Zonophone machines and records; Udel Works, Indianapolis, record cabinets; Syracuse Wire Works, Syracuse, N. Y., record racks; Ideal Fastener Co., New York, Universal horn crane; Edwin A. Denham Co., New York, imported premium machines; Tone Regulator Co., Chicago, tone regulators. The Western T. M. & Supply Co. are also putting out a needle of their own, made in soft, loud and extra loud styles. They can fill orders for this needle promptly from stock in Chicago. C. H. Wyatt, of the company, is now on a trip among Western jobbers.

A. D. Geissler, manager of the Talking Machine Co., says that their business, now exclusively wholesale, showed an increase in August of 25 per cent. over the corresponding period of last year. Mr. Geissler, who has been working like a Trojan since he assumed charge early this year, broke away from business cares last Monday and spent the week accompanied by Mrs. Geissler, at Delavan Lake.

The Victor Co.'s new epoch-making machine, the Auxetophone, will again be on exhibition this week at the Talking Machine Co., Lyon & Healy and the Rudolph Wurlitzer Co.

R. C. Wiswall, assistant manager of the talking machine department at Lyon & Healy's, has returned from a three weeks' vacation spent at Matawa Park on Black Lake, Mich. Fishin' was good. Down on the ground floor of the big house active preparations for the season's Victor campaign are being made. The regular continuous afternoon concerts will recommence this week. Joseph N. Vasey has charge of the selling end and Mr. Blackman will demonstrate at the concerts as usual. An additional room—one of those now occupied by the pianola music department—will be given up to the sales end, and the phonographic language course department in charge of L. L. Lewis, now has a room to itself.

Kohler & Chase, of San Francisco, have been made Edison jobbers.

The Secretary of State at Springfield, on Saturday, licensed the incorporation of Charles C. Adams & Co., Peoria, "phonograph sundries." The capital stock is \$30,000.

L. R. Chandler, formerly traveling representative for the Edison Co. in Colorado and Utah, writes his friends from his ranch near Jordon, Mont., that the cattle business is all that it was cracked up to be, and that he is prospering mightily.

B. Edelson, 267 Milwaukee avenue, small goods, cutlery, etc., has added talking machines, handling the Victor and Edison.

Babson Bros., who, as announced in last month's World, are going extensively into the jobbing business, have just secured the third floor of 304 Wabash avenue for their wholesale business. This puts G. M. Nisbett, wholesale manager for Babson Bros., back in his old location, the quarters formerly occupied by the National Phonograph Co., for their Chicago headquarters of which he was manager. Babson Bros. have bought the office fixtures and the extensive record shelving formerly used by the National Co. Mr. Nisbett is rapidly putting the stock into the new location. Babson Bros. will handle the Edison exclusively, at least for the present. Manager Nisbett said that in addition to their present stock, which is very large, they placed last week one of the largest single orders ever received by the Edison Co. Besides a complete line of Edison machines and records they will also carry a full line of accessories, and are now getting out a complete supply catalogue.

L. L. Leeds, of Leeds & Catlin Co., was in the city this week on his way West.

#### TRANSMITS MUSIC BY WIRE.

Walter Wolfe, electrical engineer, and Austin Granville, chemist, of Muscatine, Ia., have launched a new instrument which is exciting considerable comment. This device is called the ampliphone, by which musical sounds, instrumental and vocal may be transmitted over elec-

trically charged telephone wires. Several prominent citizens have interested themselves in the invention and a syndicate is now being formed which will see to its speedy development and installation in this city, permission already having been obtained from the Bell Telephone Co. for the use of the poles upon which wires for the transmission of the music can be placed. If the invention proves a success the concerts may be heard many miles away.

#### BLACKMAN TALKING MACHINE CO.

Now that the Blackman Talking Machine Co. (J. Newcomb Blackman, widely known as the "white Blackman"), have acquired the exclusive control and manufacturing rights of the Place record cleaning brushes, the company will heretofore manufacture them under two new patents, which will be issued September 25 and October 2. A new style brush for cleaning disc records is now nearly ready for the market, and will be known as the Place No. 10 disc record brush. The Blackman Co. are having a large sale of "Melotone" needles, and are filling orders

promptly and regularly. Of record cabinets—cylinder and disc—they have 26 different styles in oak and mahogany, ranging in price from \$10 to \$75. They issue a handsomely illustrated catalogue on their cabinet line within a month. The company's sectional record cabinet is put down as a winner, the advance orders running into large figures.

#### RECENT INCORPORATIONS.

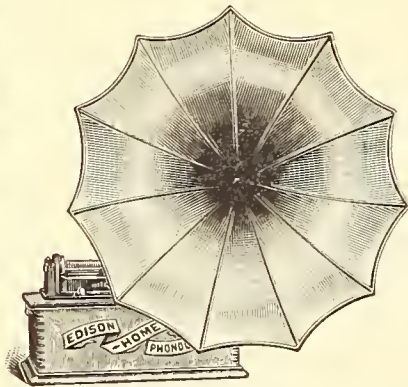
The Waco Talking Machine Co., of Waco, has been incorporated with the authorities of Texas, with a capital of \$2,000. It is their intention to conduct a talking machine business. Incorporators: C. Forkel, S. S. Clayton and A. Malone.

The Adams Talking Machine Co., of Peoria, was incorporated this week with the Secretary of the State of Illinois, with a capital of \$30,000, for the purpose of dealing in talking machines. Incorporators: Charles C. Adams, A. E. Adams and B. D. Bland.

Deliveries have been begun on the new alternating current commercial graphophone.

## Chicago Horn Support

### FOR EDISON PHONOGRAPHS



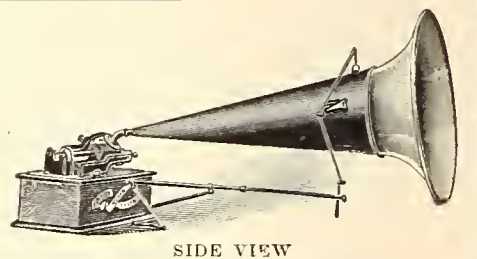
FRONT VIEW—SUPPORT INVISIBLE

The simplest, neatest and most practical Horn Support on the market. Has many advantages over other devices of this kind. Is adjustable to different size horns, holding the largest size bell horn perfectly without tipping the machine.

This support is so constructed that it comes directly under the machine and practically out of sight, leaving the top of machine perfectly clear. This support is quickly attached and detached, and folds up into a package 1¾ inches by 2¼ inches by 15 inches in length, allowing same to be packed inside of machine case. Handsomely finished in heavy nickel plate.

Ask your jobber to send you a sample. Must retail for \$1.50 each. Wholesale, 75 cents each.

**CHICAGO STAND CO.**  
266 Wabash Avenue, CHICAGO



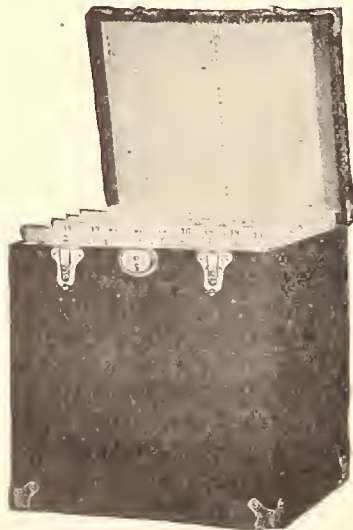
SIDE VIEW

## Record and Machine Cases

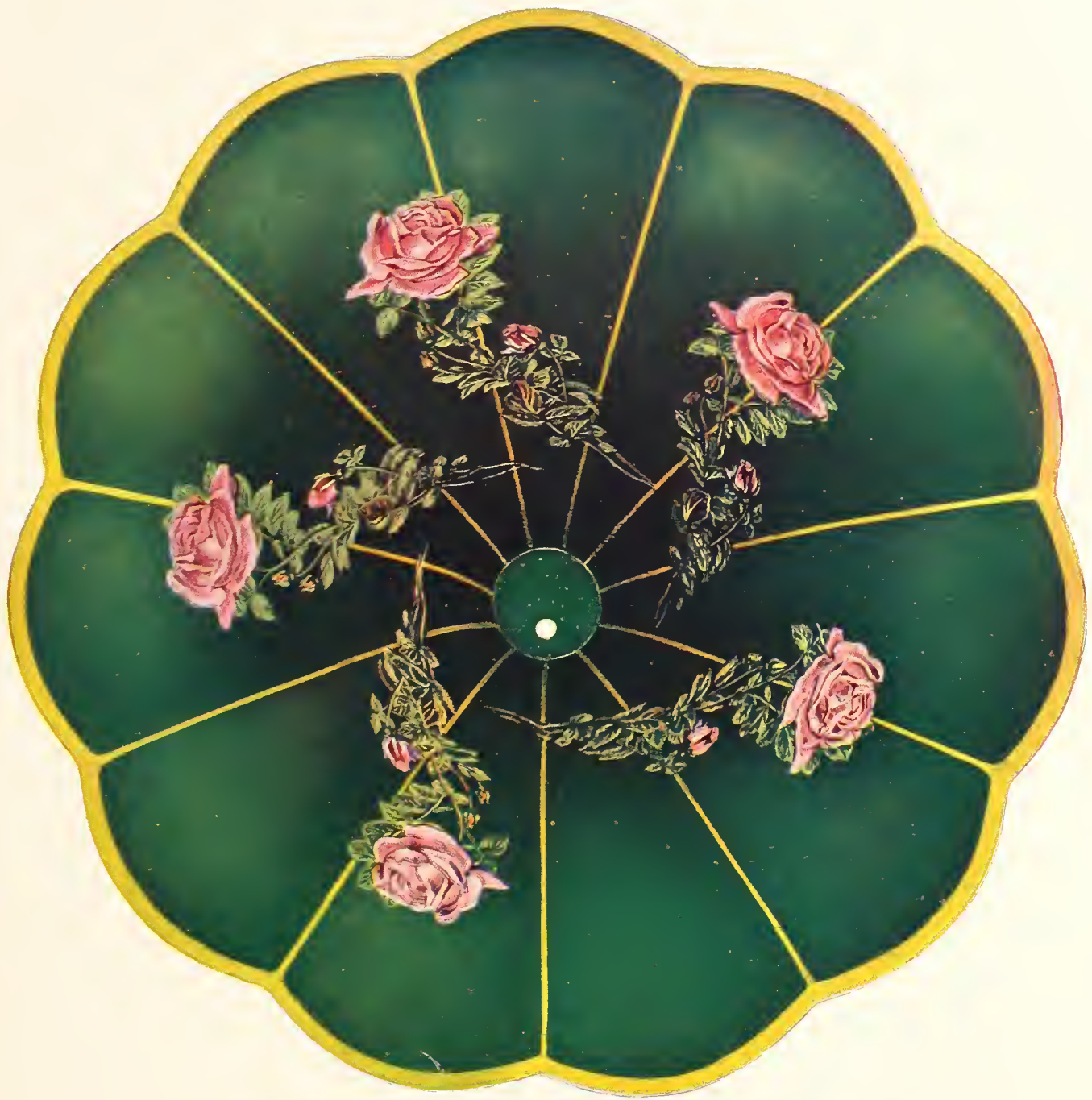
We manufacture a full line of cases for Cylinder and Disc Records, Machine Cases and Horn Cases. Carrying goods in stock, we can make prompt shipment. Our quality is the best, and prices right. Ask for our catalogue.

**CHICAGO CASE MFG. CO.**

142 and 144 W. Washington Street, Chicago, Ill.







This cut represents our new improved line of Artistic Flower Horns,  
particulars regarding which will be found on the other side.

**Hawthorne & Sheble Mfg. Co.**

Philadelphia - - Pennsylvania



# Artistic Flower Horns



Artistic Flower Horns are manufactured both with and without floral decoration on the inside. We have discovered a means of coating the interior of our Artistic Flower Horns, with special prepared enamels, whereby we secure rich, brilliant color-effects never before attempted. Artistic Flower Horns are totally different from any others, and their handsome appearance, symmetrical lines, and superior reproducing qualities place them as leaders wherever shown.

The decorations employed on Artistic Flower Horns are not cheap and gaudy-looking, but as one of our large jobbers remarked, they can safely be classed as works of art.

Artistic Flower Horns are made in the following styles :

Brass, Nickel-Plated and Polished outside, brilliant enamel background inside, with or without floral decoration.

Brass, Polished outside, brilliant enamel background inside, with or without floral decoration.

Silk Finish outside, brilliant enamel background inside, with or without floral decoration.

Artistic Flower Horns are made for Cylinder Machines and Victor Tapering Arm Machines.

Artistic Flower Horns are made in 84 styles and sizes so as to suit every fancy.

All our Flower Horns are made on machinery of our own design and construction, whereby we are able to secure the most symmetrical lines.

All our Flower Horns have tight joints, thereby eliminating any possible rattle.

All our Flower Horns are very strongly made, not readily damaged.

We manufacture many other style Flower Horns, but recommend the Artistic line as being the latest and most attractive.

We now have three factories in operation, and claim to be the largest manufacturers of Talking Machine Horns and all other Talking Machine supplies in the world.

Factory No. 1. Howard and Jefferson Streets, Philadelphia

Factory No. 2. Mascher and Oxford Streets, Philadelphia

Factory No. 3. Bridgeport, Connecticut

We publish on the next page, a list of our Jobbers in the United States, any of whom will be pleased to furnish you with list and prices of our Flower Horns together with all other goods of our manufacture.

## Hawthorne & Sheble Mfg. Co.

Philadelphia - - Pennsylvania





*The following list comprises our distributors in the United States:*

## HAWTHORNE & SHEBLE MFG. CO. PHILADELPHIA, PENNA.

- ALABAMA**  
BIRMINGHAM—  
Forbes, E. E., Piano Co., 1909 Third Ave.  
Talking Machine Co., 2007 Second Ave.  
MOBILE—  
Reynolds, W. H., 167 Dauphin St.
- ARKANSAS**  
LITTLE ROCK—  
Honck, O. K., Piano Co.  
Hollenberg Music Co.
- CALIFORNIA**  
LOS ANGELES—  
Bartlett, The, Music Co.  
Edison Talking Machine Co., 503 S. Main St.  
Exton Music Co.  
Fiske & Co., 307 W. 4th St.  
Southern California Music Co., 332 S. Broadway.  
SACRAMENTO—  
Pommer, A. J., Co., 831 J St.  
SAN FRANCISCO—  
Bacigalupi, Peter, & Sons.  
Kohler & Chase.  
Pommer, A. J., Co.  
Sherman, Clay & Co.
- COLORADO**  
DENVER—  
Denver Dry Goods Co., 168 California St.  
Hext Music Co., 15th and California Sts.  
Knight-Campbell Music Co., 1625 California St.
- CONNECTICUT**  
BRIDGEPORT—  
Beach, F. E., & Co., 962 Main St.  
MIDDLETOWN—  
Vaulkins & Post Co., 406 Main St.  
NEW HAVEN—  
Horton, Henry, 422 State St.  
Pardee-Ellenberger Co., 155 Orange St.  
Treat & Shepard Co.
- DISTRICT OF COLUMBIA.**  
WASHINGTON—  
Droop, E. F., & Sons Co., 925 Pennsylvania Ave.  
Ellis, John F., & Co., 937 Pennsylvania Ave.  
Kann, S., Sons Co., 8th and Pennsylvania Ave.
- FLORIDA**  
JACKSONVILLE—  
Metropolitan Talking Machine Co.
- GEORGIA**  
ATLANTA—  
Alexander-Elyea Co., 35 N. Pryor St.  
Atlanta Phonograph Co., 49 Peachtree St.  
Phillips & Crew Co., 37 Peachtree St.  
SAVANNAH—  
Youmans & Leete, 355 W. Broad St.
- IDAHO**  
BOISE—  
Eilers Plano House, 709 Idaho St.
- ILLINOIS**  
CHICAGO—  
Albaugh Bros., Dover & Co., 341 Franklin St.  
Allen, Benj., & Co., 131 Wabash Ave.  
Bahson Bros., 149 Michigan Ave.  
Beckley Ralston Co., 176 E. Lake St.  
Butler Bros., Randolph Bridge.  
Cable Piano Co., Wabash Ave. and Jackson Blvd.  
Fiske Furniture Co., 1921 Wabash Ave.  
Lyon & Healy, Wabash Ave. and Adams St.  
Lyon Bros., Madison and Market Sts.  
Lyons, Jas. L., 192 Van Buren St.  
Mills Novelty Co., 11 S. Jefferson St.  
Montgomery, Ward & Co., Madison and Michigan Aves.  
O'Neill-James Co., 187 Lake St.  
Rothschild & Co., State and Van Buren Sts.  
Sears, Roebuck & Co., 66 Fulton St.  
Siegel Cooper Co., State and Van Buren Sts.  
Smyth, J. M., Co., 150 W. Madison St.  
Wurlitzer, R., The, Co., 298 Wabash Ave.  
DANVILLE—  
Benjamin Temple of Music.  
PEORIA—  
Adams, C. C., & Co., 328 Adams St.  
Peoria Phonograph Co.  
ROCK ISLAND—  
Tottens Music House.  
SPRINGFIELD—  
Reynolds, O. A., Talking Machine Co., 409 E. Washington St.
- INDIANA**  
INDIANAPOLIS—  
Carlin & Lennox, 53 Market St.  
Indiana Phonograph Co., 45 Virginia Ave.  
Kipp Link Phonograph Co., 217 W. Illinois St.  
Koehring, C., & Bro.  
Wahl, A. B., 119 S. Illinois St.  
SOUTH BEND—  
Musical Supply Co., 228 Michigan Ave.
- IOWA**  
DAVENPORT—  
Smallfield, R. R., 323 W. 2d St.  
DES MOINES—  
Hopkins Bros. Co., 618 Locust St.  
DUBUQUE—  
Harger & Blish, 904 Main St.  
FORT DODGE—  
Early Music House, 822 Central Ave.  
OTTUMWA—  
Arnold Jewelry & Music Co., 117 E. Main St.  
SIOUX CITY—  
Dean, W. A., Co.
- LOUISIANA**  
NEW ORLEANS—  
Bailey, Wm., 600 Frenchman St.  
Gardner, L. S., Theatre Arcade.  
National Automatic Fire Alarm Co.
- MAINE**  
BANGOR—  
Crosby, S. L., Co.  
PORTLAND—  
Merrill, T. L., Co., 228 Middle St.  
Ross, W. H., & Son, 207 Commercial St.

## MARYLAND.

- BALTIMORE—  
Baltimore Bargain House, 204 W. Baltimore St.  
Cohen & Hughes, 121 E. Baltimore St.  
Droop, E. F., & Sons Co., 109 N. Charles St.  
Eisenbrandt, H. R., & Sons, 201 N. Charles St.  
McCallister, Wm., 221 W. Baltimore St.  
Smith, C. S., & Co., 649 N. Baltimore St.

## MASSACHUSETTS

- BOSTON—  
Boston Cycle and Sundry Co., 48 Hanover St.  
Ditson, Oliver Co., 150 Tremont St.  
Eastern Talking Machine Co., 177 Tremont St.  
Johnson, Iver, Sporting Goods Co., 163 Washington St.  
Osgood Co., C. E., 744 Washington St.  
Read & Read, 564 Washington St.  
Steinert, M., & Sons Co., 35 Arch St.  
Winchell Co., 95 Summer St.  
FALL RIVER—  
Wilmot, W. D.  
LOWELL—  
Wardell, Thos., 26 Central Ave.  
NEW BEDFORD—  
Household Furnishing Co.  
SPRINGFIELD—  
Flint & Brickett Co., 439 Main St.  
Metropolitan Furniture Co., 540 Main St.  
WORCESTER—  
Johnson, Iver, Sporting Goods Co.

## MICHIGAN

- DETROIT—  
American Phonograph Co., 106 Woodward Ave.  
Grinnell Bros., 219 Woodward Ave.  
JACKSON—  
Maher Bros.  
SAGINAW—  
Morley Bros.

## MINNESOTA

- MINNEAPOLIS—  
Hough, Thos. C., 714 Hennepin St.  
Minnesota Phonograph Co., 518 Nicollet Ave.  
ST. PAUL—  
Dyer, W. J., & Bro., 21 West 5th St.  
Koehler & Hinrichs.  
Minnesota Phonograph Co., 37 E. 7th St.

## MISSOURI

- KANSAS CITY—  
Gould, Stephen C., 618 Main St.  
Jenkins, J. W., Sons Music Co., 1013 Walnut St.  
Kansas City Talking Mach. Co., 325 Delaware St.  
Schmelzer, J. F., Arms Co., 701 Main St.  
ST. LOUIS—  
Butler Bros., 13th and Washington Ave.  
Conroy Co., 1115 Olive St.  
Honck, O. K., Piano Co., 1118 Olive St.  
Koerber-Brenner Music Co., 1006 Olive St.  
Myers, D. K., 712 W. 2d St.  
St. Louis Talking Machine Co., 519 Olive St.  
Silverstone Talking Machine Co., 923 Olive St.  
Western Talking Machine Co., 1110 Olive St.

## MONTANA

- BUTTE—  
Orton Bros.  
HELENA—  
Montana Phonograph Co.

## NEBRASKA

- LINCOLN—  
Sitles, H. E., Cycle Co., 1307 O St.  
OMAHA—  
American Talking Machine Co., 515 S. 16th St.  
Collins Piano Co., 113 S. 17th St.  
Enray & McArdle, 1520 Harney St.  
Hospe, A., Co., Douglas St., bet. 15th and 16th Sts.  
Nebraska Cycle Co., 15th and Harney Sts.  
Omaha Bicycle Co., 16th and Chicago Sts.

## NEW JERSEY

- CAMDEN—  
Smith, J. A., 1119 Broadway.  
HOBOKEN—  
Eclipse Phonograph Co., 203 Washington St.  
NEWARK—  
Edisonia Company.  
Hahne & Co., Broad St.  
Koehler, H. J., Sporting Goods Co., 845 Broad St.  
Oliver, Ellis O., New St.  
PATERSON—  
O'Dea, Jas. K., 117 Ellison St.  
TRENTON—  
Capital Cycle Co., 105 N. Broad St.  
Stoll Blank Book & Sta. Co., 30 E. State St.

## NEW YORK

- ALBANY—  
Finch & Hahn.  
BROOKLYN—  
American Talking Machine Co., 586 Fulton St.  
Burke Talk. Mch. & Novelty Co., The, 334 5th Ave.  
Chapman & Co., Fulton, Bridge and Dufield Sts.  
Matthews, A. D., Sons, 354 Fulton St.  
Price Phonograph Co., 1258 Broadway.  
Spanner, Wm. H., 1333 Myrtle Ave.  
BUFFALO—  
Loud, Robt. L., 567 Main St.  
Neal, Clark & Neal, 647 Main St.  
Talking Machine Co., The.  
ELMIRA—  
Elmira Arms Co., 117 Main St.  
GLOVERSVILLE—  
American Phonograph Co.  
KINGSTON—  
Forsyth & Davis, 307 Wall St.  
NEW YORK CITY—  
Bettini Phonograph Co., 156 W. 22d St.  
Blackman Talking Machine Co., 97 Chambers St.  
Blackman, J. E., & Son, 3d Ave. and 142d St.  
Bloom, Sol., 3 West 42d St.  
Bruno, C., & Son, 356 Broadway.  
Davega, L. Jr., 802 Third Ave.  
Davega, S. B., 32 E. 14th St.  
Douglas Phonograph Co., 89 Chambers St.  
Gordon, H. S., 1241 Broadway.  
Jacot Music Box Co., 39 Union Square.  
Landay Bros., 288 5th Ave.  
Leu, John, 609 E. 13th St.  
Richmond Pease, 44 W. 132d St.  
Rapke, V. H., 1661 2d St.  
Regina Music Box Co., Broadway and 17th St.  
Schiff, Albert L., 550 3d Ave.  
Siegel Cooper Co., 6th Ave. and 18th St.  
Stanley & Pearsall, 541 5th Ave.  
Switky, Benj., 37 E. 14th St.  
Weiss, Alfred, 1525 1st Ave.  
OSWEGO—  
Bolway, Frank E., 132 W. 2d St.  
POUGHKEEPSIE—  
Hickok, C. H., Music Co., 276 Main St.  
Price Phonograph Co.  
ROCHESTER—  
Deninger, A. J., 345 North St.  
Mackie Piano and Organ Co., 100 State St.  
Miller, Giles B., 63 State St.  
Talking Machine Co., 29 Clinton Ave.

- SCHENECTADY—  
Finch & Hahn, 254 State St.  
Rickard, J. A., & Co., 253 State St.  
SYRACUSE—  
Andrews, W. D., 216 E. Railroad St.  
Spalding & Co., 109 W. Jefferson St.  
UTICA—  
Clark, Horrocks & Co., 54 Genesee St.  
Ferris, A. F., 89 Washington St.  
Harrison, Wm., 41 Columbia Ave.  
Utica Cycle Co.  
WATERTOWN—  
Spratt & Corcoran, 18 Public Square.

## OHIO

- CANTON—  
Klein & Heffelman Co., 216 N. Market St.  
CINCINNATI—  
Groene, J. C., & Co., Race and Arcade.  
Isen & Co., 25 W. 6th St.  
Poorman, J. E., Jr., 31 W. 5th St.  
Wurlitzer, R., The, Co., 10 W. 4th St.  
CLEVELAND—  
Buescher, W. H., & Son, 242 Erie Ave.  
Collister & Sayle, 317 Superior St.  
Eclipse Musical Co., 254 Arcade.  
W. J. Roberts, Jr., Erie and Hudson Sts.  
Robbins & Emerson, 256 Arcade.  
COLUMBUS—  
Whitsit, P. B., Co., 213 S. High St.  
DAYTON—  
Niehaus & Dohse, 35 E. 5th St.  
Shroyer, G. W., & Co., 105 N. Main St.  
NEWARK—  
Ball-Fintze Co.  
TOLEDO—  
Hayes Music Co., 608 Cherry St.  
Milner, W. L., Co.  
Whitney & Currier Co.

## OREGON

- PORTLAND—  
Graves & Co., 328 Washington St.  
Sherman, Clay & Co.

## PENNSYLVANIA

- ALLENTOWN—  
Aschbach, G. C., 539 Hamilton St.  
EASTON—  
Keller, Wm. H., & Son, 219 Northampton St.  
Werner Music House, 4th and Northampton Sts.  
HARRISBURG—  
Hamburger, S. K., 12 W. Market St.  
PHILADELPHIA—  
Heppel, C. J., & Son, 1117 Chestnut St.  
Lewis Talking Machine Co., 15 S. 9th St.  
Lit Bros., 8th and Market Sts.  
Penn Phonograph Co., 19 S. 9th St.  
Musical Echo Co., 1217 Chestnut St.  
Robertson, C. E., 4074 Lancaster Ave.  
Wanamaker, John, 13th and Market Sts.  
Wells Phonograph Co., 41 N. 9th St.  
Western Talking Machine Co., 128 S. 9th St.  
Weyman, H. A., & Son, 923 Market St.  
PITTSBURGH—  
Bentel, Theo. F., Co., 433 Wood St.  
Kleber & Bro., H., 221 5th Ave.  
Mellor, C. C., Co., 319 5th Ave.  
Pittsburg Phonograph Co., 937 Liberty St.  
Powers & Henry Co., 619 Penn Ave.  
Standard Talking Machine Co., 534 Smithfield St.  
READING—  
Kaufmann, O. F., 48 N. 8th St.  
Lichty Phonograph Co., 641 Penn St.  
Reading Phonograph Co., 809 Penn St.  
SCRANTON—  
Ackerman & Co., 217 Wyoming Ave.  
SHARON—  
De Forrest, W. C., & Son.  
WILKES-BARRE—  
Benesch & Sons, Isaac.  
WILLIAMSPORT—  
Myers, W. A.

## RHODE ISLAND

- PAWTUCKET—  
Pawtucket Furniture Co., 39 N. Main St.  
PROVIDENCE—  
Dean, John M. Co., 923 Market St.  
Foster, J. A., Co., Weybosset and Dorrance Sts.  
Household Furniture Co., 231 Weybosset St.  
Samuels, J., & Bro., 154 Weybosset St.  
Scattergood, A. T., Co., 106 Main St.

## SOUTH DAKOTA

- SIOUX FALLS—  
Sioux Falls Talking Machine Co.

## TENNESSEE

- KNOXVILLE—  
Knoxville Typewriter & Phonograph Co., 421 Gay St.  
MEMPHIS—  
Honck, O. K., Piano Co., 359 Main St.  
NASHVILLE—  
Honck, O. K., Piano Co.  
Nashville Talking Machine Co., 319 Union St.

## TEXAS

- EL PASO—  
Welz, W. G., Co.  
FORT WORTH—  
Cummings, Shepherd & Co., 700 Houston St.  
GALVESTON—  
Goggan, Thos., & Bros.  
HOUSTON—  
Texas Phonograph Co., 1019 Capitol Ave.  
Unique Talking Machine Co., 1010 Prairie Ave.  
SAN ANTONIO—  
Louis Book and Cigar Co., 521 E. Houston St.  
Reis Optical Co., 242 W. Commerce St.  
WACO—  
Waco Electric Supply Co., 518 Austin St.

## UTAH

- OGDEN—  
Browning Bros. Co.  
Proudfit Sporting Goods Co.  
SALT LAKE CITY—  
Clayton Music Co.  
Daynes & Romney Piano Co., 40 Richard St.

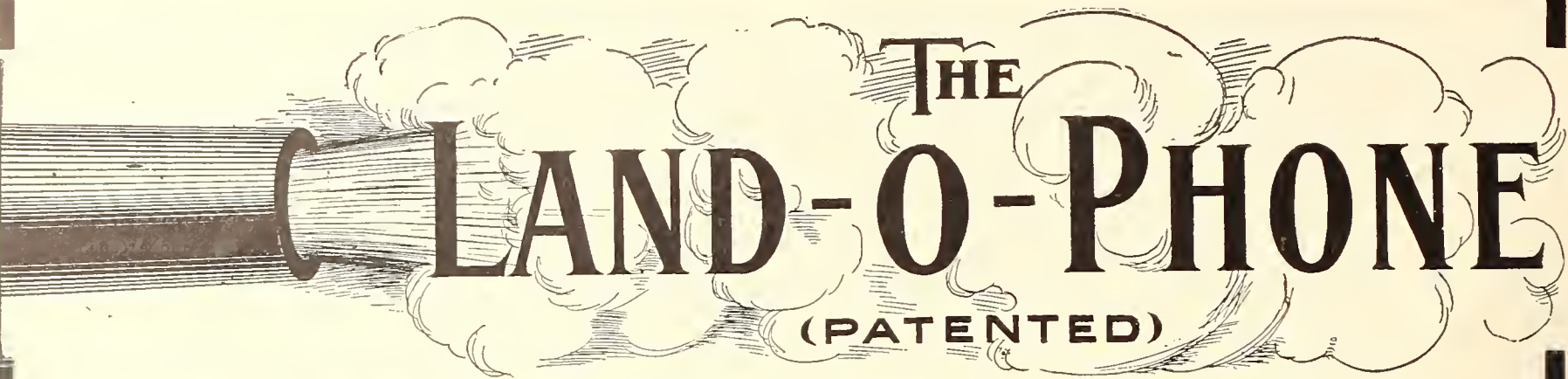
## VIRGINIA

- RICHMOND—  
Moses, W. D., & Co., 103 Broad St.

## WASHINGTON

- SEATTLE—  
Cline Piano Co.  
Johnston & Co., D. S.  
Sherman, Clay & Co.  
SPOKANE—  
Eilers Piano House.  
Spokane Phonograph Co., 7 Post St.  
MILWAUKEE—  
Boston Store.  
McGreal Bros., 173 Third St.





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(PATENTED)

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The great novelty of our Home Recorder is spreading all over the country, and as our output is limited, we would advise you to place your fall orders immediately.

### MR. DEALER

We would advise you that if you want your order promptly attended to send it to your distributor.

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CHICAGO—The Talking Machine Co., 107 Madison Street

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NEW YORK— { Douglas Phonograph Co., 89 Chambers Street  
 Victor Distributing and Export Co., 77 Chambers Street

CINCINNATI, O.—Rudolph Wurlitzer Co.

NEW HAVEN, Conn.—Henry Horton.

## THE LAND-O-PHONE CO. INC.

288 Fifth Avenue, NEW YORK



## JOHN PHILIP SOUSA STILL ALARMED

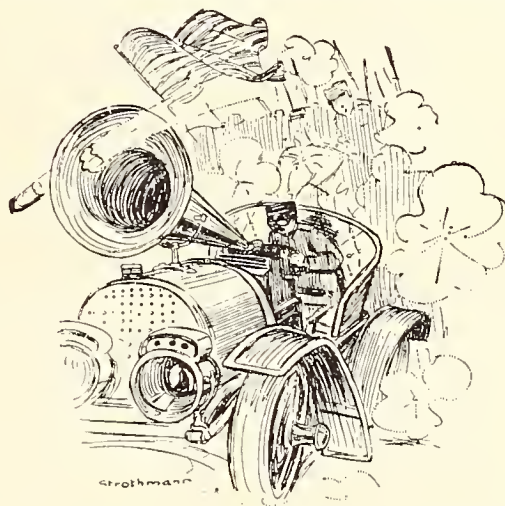
Over the Great Dangers That Must Ensure from the Use of the Talking Machines and Mechanical Piano Players by the Musically Inclined People of This Country—He Draws Some Fantastic Pictures in Which He Presents a One-Sided View of the Situation—Demonstrates His Narrowness of Vision and His Lack of Knowledge of General Conditions.

Ever since John Philip Sousa, the eminent bandmaster, appeared in Washington in connection with the hearing on the copyright bill, he has been conspicuously in the limelight, always talking about the great danger and evils to ensue from use of the talking machine. He has been interviewed by newspaper men, and his remarks have been the subject of many editorial comments. The daily papers, however, could not afford him scope enough for his views, so this time he has taken the pains to contribute a lengthy article to Appleton's Magazine, for September, under the caption, "The Menace of Mechanical Music." Mr. Sousa goes on record as saying that he is willing to be reckoned as an alarmist, and proceeds in this wise:

"I foresee a marked deterioration in American music and musical taste, an interruption in the musical development of the country, and a host of other injuries to music in its artistic manifestations, by virtue, or, rather, by vice, of the multiplication of the various music reproducing machines. When I add to this that I myself

Mr. Sousa says that the present mechanical appliances reduce the expression of music to a mathematical system of megaphones, wheels, cogs, discs, cylinders and all manner of revolving things, which are as like real art as the marble statue of Eve is like her beautiful, living, breathing daughters.

Composer Sousa evidently believes that the sale of music producing inventions interferes with what was termed formerly the regular busi-



—Appleton's Magazine.

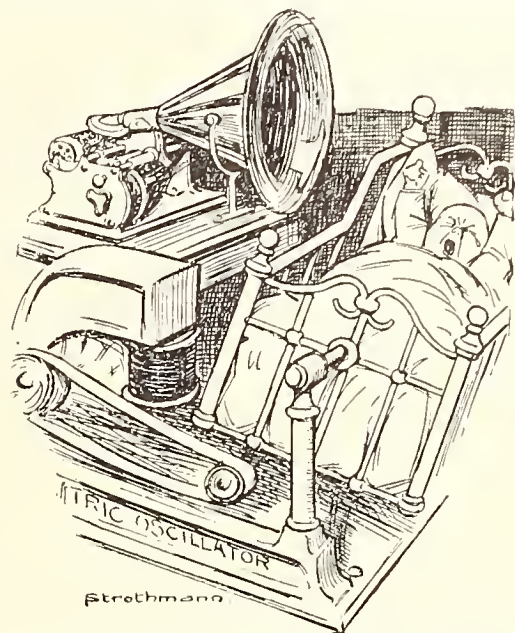
"LED IN THE STRIFE BY A MACHINE."

ness, and will ultimately drive the amateur musician out entirely. According to his views, "there are more pianos, violins, guitars, mandolins and banjos among the working classes of America than in all the rest of the world, and the presence of these instruments in the homes has given employment to enormous numbers of teachers who have patiently taught the children and inculcated a love for music throughout the various communities.

"Right here is the menace in machine-made music! The first rift in the lute has appeared. The cheaper of these instruments of the home

are no longer being purchased as formerly, and all because the automatic music devices are usurping their places.

"And what is the result? The child becomes indifferent to practice, for when music can be



—Appleton's Magazine.

"WILL THE INFANT BE PUT TO SLEEP BY MACHINERY."

heard in the homes without the labor of study and close application, and without the slow process of acquiring a technic, it will be simply a question of time when the amateur disappears entirely, and with him a host of vocal and instrumental teachers, who will be without field or calling."

He refers to an article recently appearing in the London Spectator, which shows how the talking machine is being used as a substitute for musicians at amateur performances, and quotes the exclamation of the little boy who rushed into his mother's room with the appeal: "O mamma, come into the drawing room, there is a man in there playing the piano with his hands!"

The March King is full of fear and trembling for the musical future of America, for he says:

"It is quite true that American girls have followed the athletic trend of the nation for a



—Appleton's Magazine.

"THERE'S A MAN IN THERE PLAYING A PIANO WITH HIS HANDS."

and every other popular composer are victims of a serious infringement on our clear moral rights in our own work, I but offer a second reason why the facts and conditions should be made clear to every one, alike in the interest of musical art and of fair play.

"It cannot be denied that the owners and inventors have shown wonderful aggressiveness and ingenuity in developing and exploiting these remarkable devices. Their mechanism has been steadily and marvelously improved, and they have come into very extensive use. And it must be admitted that where families lack time or inclination to acquire musical technic, and to hear public performances, the best of these machines supply a certain amount of satisfaction and pleasure."



Strothmann.

—Appleton's Magazine.

"THE GRAMOPHONE CAROLLING LOVE SONGS FROM AMIDSHIPS."

## BLACKMAN KEEPS DEALERS COOL

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**EDISON**  
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Don't get warm because you can't get EDISON or VICTOR goods wanted. Buy from BLACKMAN and notice how cooling BLACKMAN's treatment is.

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"IF BLACKMAN GETS THE ORDER, YOU GET THE GOODS."



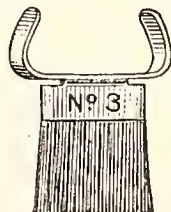
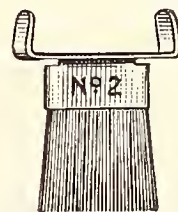
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Our new Pointed Bell Flower Horns combine Beauty and Strength and our Prices are Low. Send for Circular and Dealers' Prices.

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- No. 20 Maroon and Gold stripe.
- No. 30 Blue and Gold stripe.
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## New Style Place Record Brushes.

NOW READY.



PATENT ALLOWED.

No. 2 fits Standard or Home.  
No. 3 fits Gem or Triumph,  
on Old or New Style Models.

LIST PRICE, 15c. EACH.

We give DEALERS and JOBBERS a GOOD PROFIT. WRITE for DISCOUNTS and Samples.

The Place Brush clamps under the speaker arm and AUTOMATICALLY removes all dirt or dust from the Record, so the sapphire runs in a CLEAN TRACK and insures a GOOD REPRODUCTION.

WE OWN THIS INVENTION and WILL PROSECUTE INFRINGERS.

Get One of Our Dealers' Price Lists. We are quoting very low prices and every dealer in the U. S. can save money on Supplies by buying from our Price List. Retail, Wholesale and Special Quantity Prices are quoted. Write now.

**Blackman Talking Machine Co.,**

J. NEWCOMB BLACKMAN, Prop.  
"The White Blackman."

GET THE BLACKMAN HABIT AND  
YOU WILL KEEP IT

97 Chambers Street, New York



long while; at the same time they have made much headway in music, thanks to studious application. But let the mechanical music maker be generally introduced into the homes; hour for hour these same girls will listen to the machine's performance, and, sure as can be, lose finally all interest in technical study.

"Under such conditions the tide of amateurism cannot but recede, until there will be left only the mechanical device and the professional executant. Singing will no longer be a fine accomplishment; vocal exercises, so important a factor in the curriculum of physical culture, will be out of vogue!

"Then what of the national throat? Will it not weaken? What of the national chest? Will it not shrink?

"When a mother can turn on the phonograph with the same ease that she applies to the electric light, will she croon her baby to slumber with sweet lullabys, or will the infant be put to sleep by machinery?"

He does not evidently view the educational power of the piano players and talking machines in a favorable light, for he says that "the mechanical inventions, in their mad desire to apply music for all occasions, are offering to supplant the instructor in the classroom, the dance orchestra, the home and public singers and players, and so on. Evidently they believe no field too large for their incursions, no claim too extravagant. But the further they can justify these claims, the more noxious the whole system becomes.

"Just so far as a spirit of emulation once inspired proud parent or aspiring daughter to send for the music teacher when the neighbor child across the way began to take lessons, the emulation is turning to the purchase of a rival piano player in each house, and the hope of developing the local musical personality is eliminated.

"The country dance orchestra of violin, guitar and melodeon had to rest at times, and the resultant interruption afforded the opportunity for general sociability and rest among the entire company. Now a tireless mechanism can keep everlastingly at it, and much of what made the dance a wholesome recreation is eliminated."

He yields, however, on one point, that it may play a strong part in the love affairs of the nation, for he says:

"In the prospective scheme of mechanical music we shall see man and maiden in a light canoe under the summer moon upon an Adirondack lake with a gramophone caroling love songs from amidships. The Spanish cavalier must abandon his guitar and serenade his beloved with a phonograph under his arm."

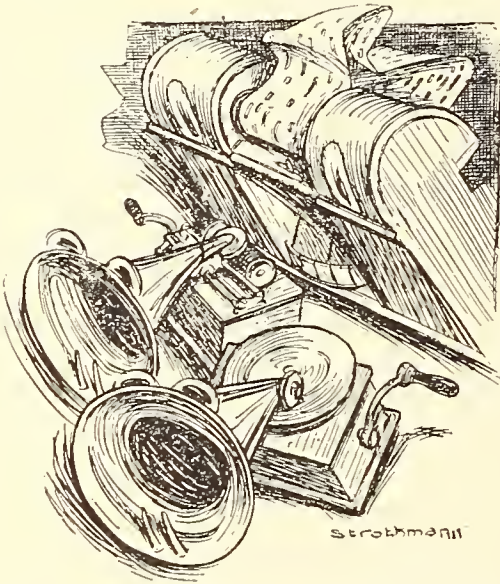
Mr. Sousa believes, too, that in war as well as in love, the talking machine will win renown. He asks:

"Shall we not expect that when the nation once more sounds its call to arms and the gallant regiment marches forth, there will be no majestic drum major, no serried ranks of sonorous trombones, no glittering array of brass, no rolling of drums? In their stead will be a huge phonograph, mounted on a 100 horse-power automobile, grinding out 'The Girl I Left Behind

Me,' 'Dixie' and 'The Stars and Stripes Forever.'"

Through the opening of Mr. Sousa's article there is an ever-present sarcastic vein, and he obviously fails to give credit to the wonderful educational influence of the automatic devices which enable people in every part of the land to become acquainted, through their media with the musical compositions of this and past generations. The sarcastic element in Mr. Sousa's article is succeeded by a serious trend of thought toward the close in which Mr. Sousa gives his impression of the new copyright bill, which was introduced at Congress at the last session. He describes his experiences before the joint committee, where he made a strong plea for the composers.

"Of course, it must not be overlooked that in



—Appleton's Magazine.  
"DOES IT GO ABOUT TO SEEK WHOM IT MAY DEVOUR?"

the United States Circuit Court of Appeals a case has just been decided adversely to the composer's rights in the profits accruing from the use of his compositions on the talking and playing machines, but this case awaits final adjudication, on appeal, in the United States Supreme Court. Judges Lacombe, Coxe and Townsend rendered a decision as follows:

"We are of the opinion that a perforated paper roll, such as is manufactured by defendant, is not a copy of complainant's staff notation, for the following reasons: It is not a copy in fact; it is not designed to be read or actually used in reading music as the original staff notation is; and the claim that it may be read, which is practically disproved by the great preponderance of evidence, even if true, would establish merely a theory or possibility of use, as distinguished from an actual use. The argument that because the roll is a notation or record of the music, it is, therefore, a copy, would apply to the disc of the phonograph or the barrel of the organ, which, it must be admitted, are not copies of the sheet music. The perforations in the rolls are not a varied form of symbols substituted for the symbols used by the author. They are mere adjuncts of a valve mechanism in a machine; in fact, the machine, or musical play-

ing device, is the thing which appropriates the author's property and publishes it by producing the musical sounds, thus conveying the author's composition to the public."

May I ask, does this machine appropriate the author's composition without human assistance? Is the machine a free agent? Does it go about to seek whom it may devour? And if, as quoted above, the machine "publishes it," is not the owner of the machine responsible for its acts?

Mr. Sousa has evidently devoted considerable time to the consideration of this matter, and he says: "The section of the Constitution on which my whole legal contention is based provides: 'The Congress shall have power to secure for limited time to authors and inventors the exclusive right to their respective writings and discoveries.' And my claim is, that the words 'exclusive' and 'writings,' particularly the latter, are so broad in their meaning that they cover every point raised by existing copyright laws, even to the unauthorized use of musical compositions by mechanical reproducing apparatus, and all this because these two words deal, not alone with the letter, but with the spirit as well."

Mr. Sousa says later that "the day will come when the courts will give me the absolute power of controlling the compositions which I feel are now mine under the Constitution. Then I am not so sure that my name will appear as often as at present in the catalogues of the talking and playing machines."

He closes by saying that it is possible that if the composers do not receive a just reward for their efforts in the end it will have the effect to check incentive to creative work, and that compositions will cease. My, my, how sad!

### COLUMBIA WAREROOMS DAMAGED.

Fire Consumes \$40,000 in Machines and Records—Will Start Again at Same Place.

A fire at the Columbia Phonograph Co.'s downtown store, 352 Broadway, New York, August 21, caused a loss of \$40,000, fully covered by insurance. There was little if any salvage, and business will be resumed in the same place with as little delay as possible.

### JOBBER'S ASSOCIATION ELECT OFFICERS.

(Special to The Talking Machine World.)

Detroit, Mich., August 31, 1906.

The annual meeting of the Central States Talking Machine Jobbers' Association was held at the Hotel Cadillac August 15. There was a large attendance, and the morning and afternoon sessions were interesting, important trade matters being disposed of. The election of officers for the ensuing term follows: President, E. Percy Ashton, of the American Phonograph Co., Detroit; vice-president, E. J. Heffelman, of Klein-Heffelman Co., Canton, O.; secretary, Perry B. Whitsit, of Perry B. Whitsit Co., Columbus, O. (re-elected). The next meeting of the association will be on November 12 at Indianapolis, Ind.

## Rapke Horn Crane, No. 15

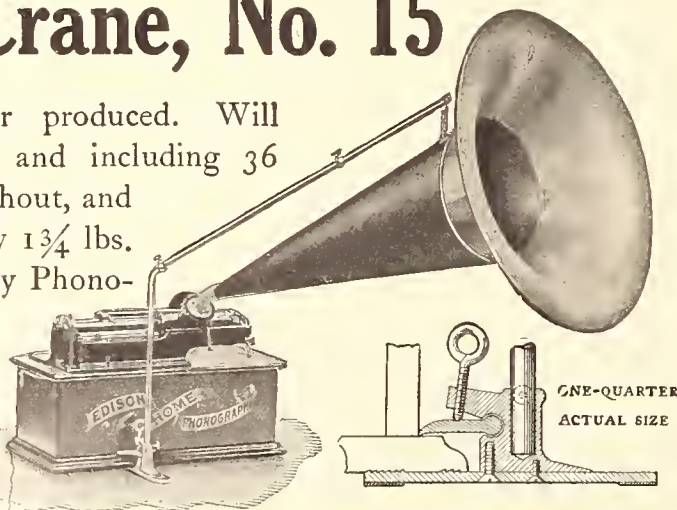
**S**IMPLEST and best ever produced. Will support any horn up to and including 36 inches. Is nicked throughout, and fits into small space. Weighs only 13¼ lbs. Can be attached in an instant to any Phonograph without injury to cabinet.

**RAPKE HORN  
CRANE, No. 15**

PATENTS PENDING

PRICE, - - \$1.50

**VICTOR H. RAPKE, Mfr., 1661 Second Av., New York**



## Mr. Dealer!

are you using the **RAPKE** Label and Tray System? If not, consult at once

## YOUR JOBBER

SAMPLES OF LABELS FREE.

As soon as you adopt this system, your profits increase. It costs you nothing to try.

If your jobber cannot supply you, write to

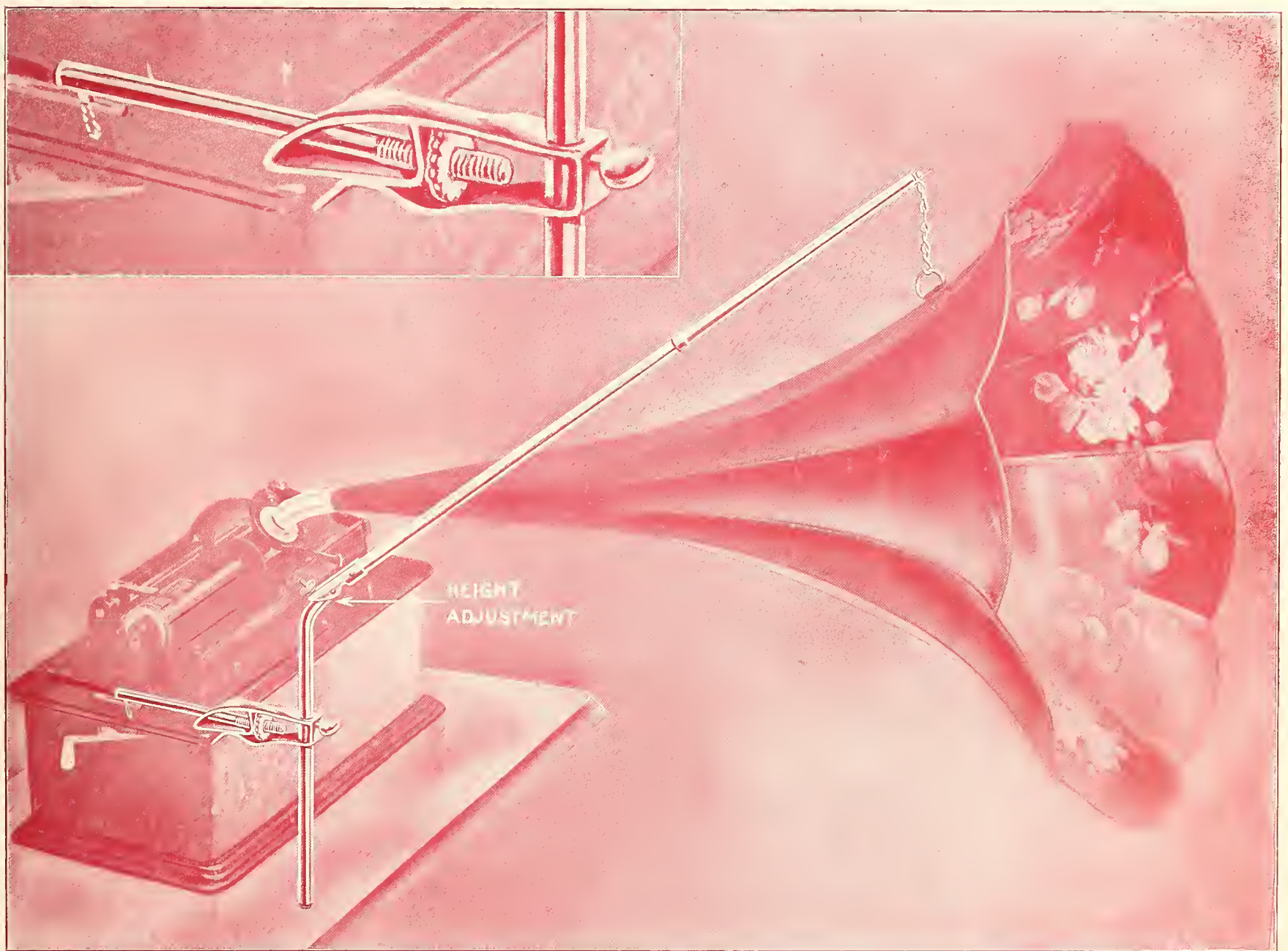


*The*  
*Ideal Fastener Company's*  
**O. K. HORN CRANE**

*The Acme of Simplicity and Perfection*

(Instantly attached by the turn of a thumb nut)

**For Edison and Columbia Machines**



**MADE TO RETAIL AT \$1.25**

**FULLY NICKELED**



**HIGHLY FINISHED**

(Patents Pending)

**ARE YOU INTERESTED ?**

**NOTICE THE NEXT PAGE**



# The O. K. HORN CRANE

(SEE CUT ON PRECEDING PAGE)

Is the Crane that meets every requirement  
at a price to suit every purchaser

—IT IS—

*Extra Light*      ✂      *Extra Strong*

✂      *Extra Handsome*      ✂

—and—

On account of its scientific construction and marvelous simplicity

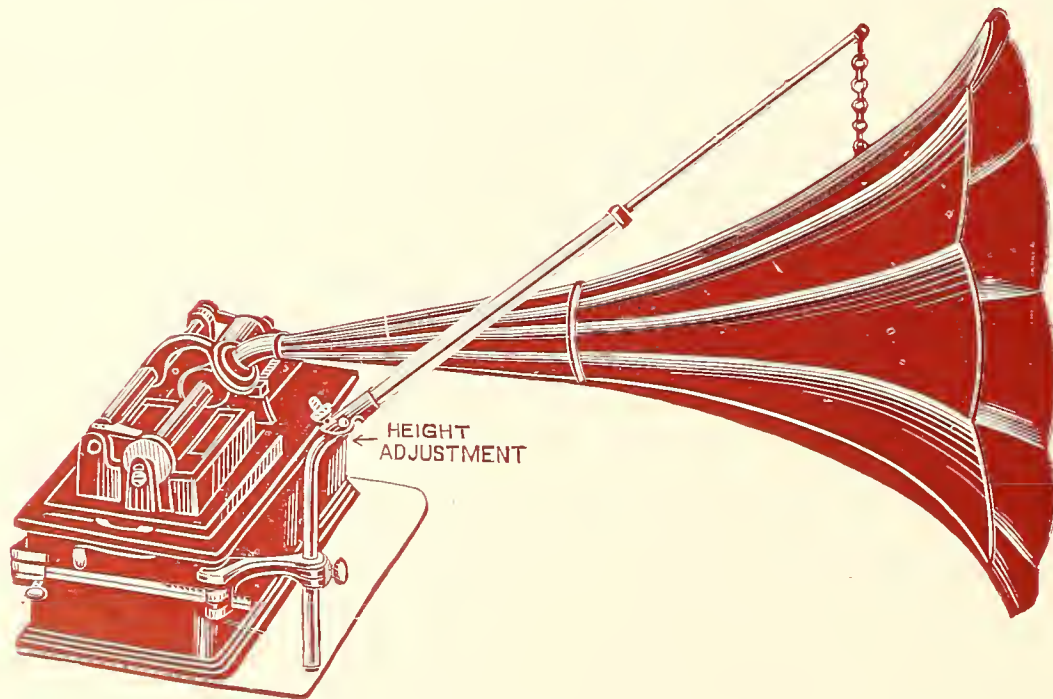
## VERY LOW IN PRICE

*No cylinder machine complete without it*

ORDER THROUGH YOUR JOBBER

---

## OUR UNIVERSAL CRANE



For Edison and Columbia Machines



Retail price \$1.75

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## THE IDEAL FASTENER COMPANY

143 LIBERTY STREET

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NEW YORK



## GEO. W. LYLE WELCOMED

On His Return from Europe by a Strong Force of Columbia Men Who Went Down the Bay in a Special Boat.

After negotiations were under way to secure Marconi, the wireless wizard, for the experimental staff of the Columbia Phonograph Co., General, George W. Lyle, general manager of the company, made a hurried trip to London, England, to complete the deal, which was accomplished in his usual thorough and happy manner, and Mr. Marconi will be officially known as consulting physicist. Mr. Lyle, going over early in August, returned on the 24th, aboard the "Lucania," of the Cunard line, a host of his company and social friends meeting him at quarantine on



GEO. W. LYLE.

the ocean-going tug, "Charles T. Raymond." A Twentieth Century Imperial graphophone was a part of the joyous equipment, and the returning general manager was made to understand that between the strains of the graphophone and the songs and cheers of the enthusiastic group on the tug, he was the recipient of a home-coming that he will remember with pleasure for many a long day, as it was wholly unexpected.

Those on the "Raymond" to welcome Mr. Lyle follow: Edward D. Easton, president; Paul H. Cromelin, vice-president; E. O. Rockwood, secretary and assistant treasurer; T. D. Merwin, director; I. H. Dorian, assistant general manager; E. Keller Camp, of the legal department; Walter L. Eckhardt, manager wholesale department; J. W. Binder, manager business graphophones department; Walter P. Phillips, manager advertising department; Mortimer D. Easton, S. S. B. Campbell, Merwin E. Lyle, E. F. Sause, F. A. Vollane, John C. Button, S. Yano, Thomas Ware, Mrs. George W. Lyle and the Misses Jessie Brown and M. A. Elmendorf.

## HANDSOME LINE OF UDELL CABINETS.

The new line of cabinets for holding sheet music and piano player music rolls, made by the Udell Works, Indianapolis, Ind., is the most complete ever shown by them, owing to the importance attained by this department of their business. There are more designs shown, and the general beauty of style and finish are greatly enhanced, making the Udell line one that should find a place in the stock of every progressive dealer. It is not a "dead" line full of high priced goods that frighten customers, but the prices are attractively low, ensuring quick sales with good profit. It must be said, however, that while the prices are low the quality of the goods is of the high grade order, fully in keeping with the Udell reputation

for producing what is good in furniture. Talking machine and music dealers should obtain catalogue and wholesale prices of these cabinets with the object in view of increasing their business.

## THE "TALKER" ON THE SEA.

How the Lives of the Fisher Folk Down Cape Cod Way Have Been Made More Pleasant Through Use of the Talking Machine—The Views of an Old Sea Captain—Wants Records of Ditties of the Sea.

The popularity of the talking machine in all sections of this country cannot better be illustrated than by a visit among the fisher folk 'way down East in Cap Cod. Here, far removed from musical centers, with only the songs of the country church choir and the ruder chantys of the sailor, the development of the art was necessarily slow, but within the past few years it has taken a forward movement, and in conjunction with hymn tunes of a century ago, are heard the arias of the metropolitan concert hall. This great change is due to the introduction of the talking machine. From the Race to Buzzard's Bay they can be heard, both on land and sea. It has become a household necessity in those homes where the male members "go down to the sea" for a livelihood. In the long evenings, while the "wimmin" folks anxiously await the return of the breadwinners, it brings them both comfort and pleasure. The toilers of the sea also find it essential to their happiness, as it assists in whiling away many a tedious hour, and takes away the thoughts of the men from the discomforts of their life.

A former sea captain, who for forty years has been a whaler, said to The World recently: "Had the talking machine been invented a half a century ago, life on the ocean would have been much easier for the captains. If you could only realize the dearth of amusement and the love of music among the sailors, you would appreciate what a boon it would have been. To-day it is becoming as much a part of the equipment of a sailing vessel as its sails, and often I hear the crew joining in the chorus of some familiar song. I think it would pay the talking machine companies to give a little study to the needs and desires of this class of patrons. If the words of the newer songs could be attached to the records, it would do much to popularize them, as the sailors would soon commit them to memory. Then, too, the old-time ditties that we have always sung are always in requisition. Religious selections naturally appeal to those born and bred along the New England coast, and no collection of records is complete without a good sprinkling of the hymns we sang as children."

As to the class of machines in demand, the disc variety is far in the lead. Experience has proven that the cylinder type cannot be used on a vessel that is in motion, and that the salt air tends to disintegrate the wax records. With the disc even in quite rough weather the needle will not leave the groove and the record is not affected by atmospheric conditions. The taper arm machine has been found to be the best for general use, and practically no other kind is sold for marine use. There seems to be a field for a specially constructed nautical phonograph that will meet the demands on the dealers in the seaports, and as was suggested by the venerable captain, a collection of the sea ditties so popular on shipboard would appeal to the landsman as well.

## GRAPHOPHONE LEADS REVIVAL.

At the big tent revival meeting held in Collingwood, O., early this month, the Twentieth Century Columbia Graphophone played a very prominent part in the exercises, rendering a delightful program before the services, which was followed by the crowning surprise of the evening—the delivery of an eloquent address which was clearly heard by everybody assembled, and which made a profound impression. The singing of the hymns by the machine was so realistic that the congregation joined in the singing. In

addition, the pastors of the Collingwood churches spoke, but the star of the evening was the Columbia graphophone.

Frank A. Bowman, editor of the Collingwood Citizen, published a very interesting story of the proceedings, and paid a proper tribute to the tremendous value of the talking machine in its new sphere of activity. It is apparent that there is no end to the uses to which the talking machine can be adapted, and while narrow minded people abuse it once in a while, yet, it has done, and is doing, more to bring joy into the lives of the people at large than any device that has ever appeared in our time.

## LAMBERT PATENTS PURCHASED

By Geo. J. Snowden Who Is Interested in New Company Making an Indestructible Record Which Will Not Possess the Weakness of the Lambert Records.

(Special to the Talking Machine World.)

World Office, 195 Wabash avenue,

Chicago, Ill., September 10, 1906.

A deal which promises to lead to important developments in the talking machine trade of the country occurred last month when the assets and patents of the Lambert Co. were sold under court order to George J. Snowden, a wealthy oil man and capitalist of Oil City, Pa. The consideration is given as \$25,000. Mr. Snowden secured the Lambert indestructible cylinder record patents in the interests of a company recently incorporated under the laws of Maine, with a capital stock of \$1,000,000, as the Indestructible Phonographic Record Co. A change of name will have to be effected, however, on account of this name having been used by another concern.

Full information regarding the organization of the new concern is difficult to obtain at this end, but B. F. Philpot, trustee for the Lambert Co., and one of its former officers, outlined in a general way the intentions of the company as received by him from its promoters. "The new company secured the Lambert patents in order to protect a new indestructible record they are to place on the market," said Mr. Philpot. "It will have all the advantages of the Lambert celluloid record, but will be re-enforced, thus preventing warping, the only weakness of the old Lambert record. The company have unlimited capital behind it, and have already, I understand, secured a factory within a hundred and twenty-five miles of New York, and will have offices and headquarters in New York City. The factory will be equipped to produce 3,000,000 records a year, and will also manufacture their own cylinder machine which will have an entirely new reproducer. They expect to make 25,000 machines a year. Every department will be in charge of experienced men. It is expected that the company will be able to issue their catalogue and show sample lines next spring, and have their product generally on the market by next fall."

The new company control the Lambert patents absolutely except for England.

The Lambert Co. went into bankruptcy in January of the present year. The failure of the company is said to have been because of lack of capital, and the heavy expenditures in defending suits against their patents by the Edison and other companies. These suits Mr. Philpot declares resulted in the validity of the Lambert patents being fully established.

## HIS RECORDS OF THE FAMILY.

A prominent resident of Pittsburg is said to have records of the voices of every member of his family (his wife and six children), in which they express various sentiments. He intends to have these taken every few years, and to give each child a set of his own records. The collection will be interesting and highly-prized by each one. He has for illustration a yearly record of the voice of his fourth child, now 7 years old, one record having been taken on each birthday.

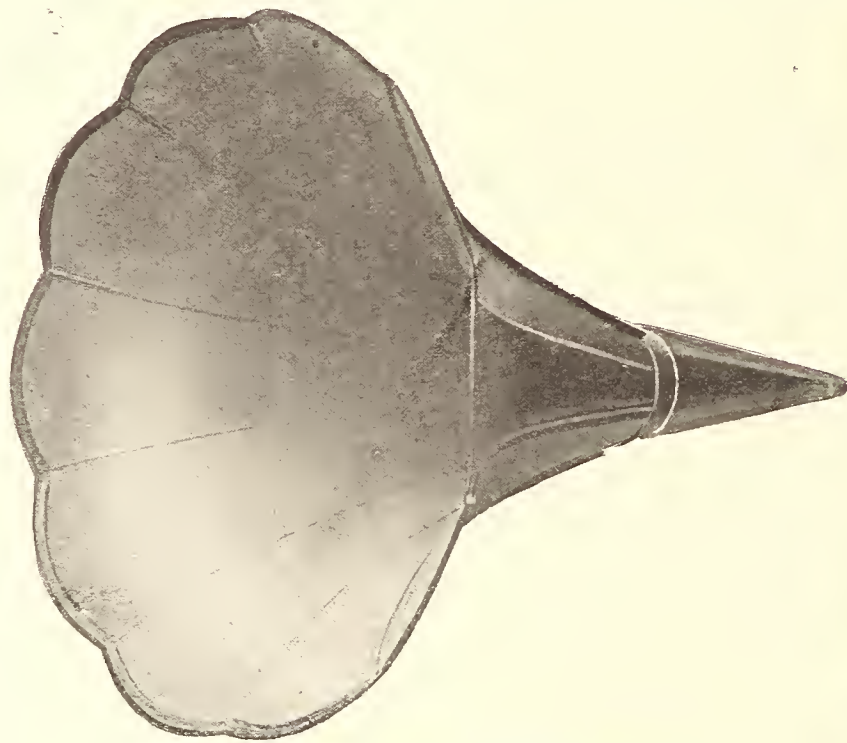


JUST WHAT THE PUBLIC IS LOOKING FOR

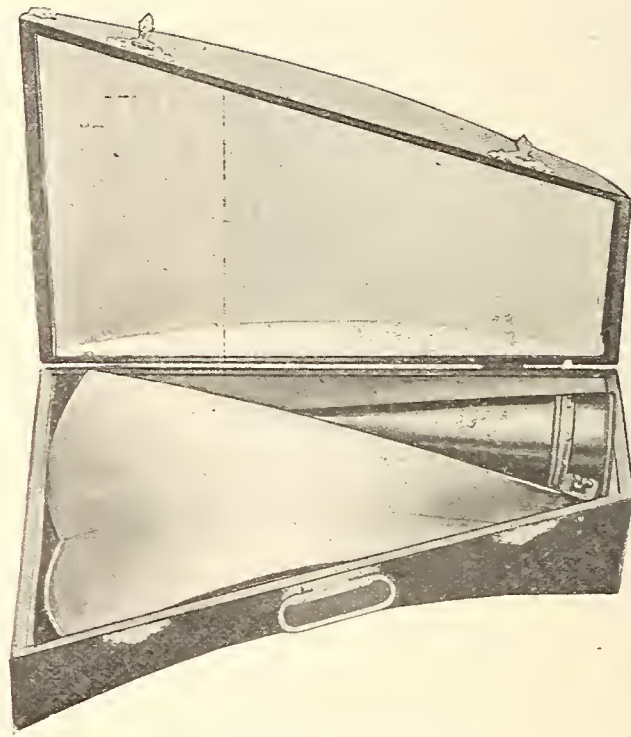
# The Kompakt Horn

**Collapsible Flower Horn Made Entirely of Sheet Metal  
for both Cylinder and Disc Machines.**

**ACOUSTIC QUALITIES PERFECT**



READY FOR USE INSIDE OF ONE MINUTE



IN CARRYING CASE

## A FEW "CANS"

- CAN be put in use inside of one minute.
- CAN be placed inside of small carrying case.
- CAN attach carrying case to any other case which does away with carrying the horn separately.
- CAN economize in shipping and handling.
- CAN clear comfortable profits.

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**NEW JERSEY SHEET METAL CO.**

9-11 Crawford Street, NEWARK, N. J., U. S. A.

*We Manufacture the best Enameled Flower Horn on the Market.*





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REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.  
Cable Address: "Elbill," New York.

NEW YORK, SEPT. 15, 1906.

TALKING MACHINE men in various countries have been interested in the decision affecting the reproduction of music handed down by the Italian courts, which was reported briefly in the last issue of The World.

One of our correspondents in Italy says that many believe that the Court of Appeals in Italy will confirm the judgment of the First Court, and as the house of Ricordi control for the whole world the most important classical Italian compositions, including all the grand operas and works of the great masters, such as Verdi, Puccini and others, it will be seen that the decision rendered by the Tribunal of Milan is of the greatest interest to talking machine men wherever The World is read.

This Italian legal decision is a recognition without restrictions of the principle that the reproduction of music being reserved property, intended to be used for mechanical instruments in general, is not legal without the consent of the author or his representatives.

THE above decision holds that during the life of the first period of copyright, namely, forty years, no musical composition in whole or in part, or any selections from the work, can be reproduced on a record without the written consent or permission of the copyright owner. Even after forty years the record makers using any copyrighted music must pay a royalty, which shall be fixed by the court.

The Tribunal by this decision compels the Gramophone Co., the defendants in the case, to the repayment of damages incurred to the house of Ricordi for improper reproductions of their works. This alone means, in case the higher Italian court concurs, the payment of a considerable sum of money to the plaintiff.

IT should be understood that in Italy the law considers two periods for the right of publication, one of forty years, starting from the

date of the first publication in favor of the author, or his representatives. The second period of forty years, during which every one can publish a work by paying for the benefit of either the author or his representatives 5 per cent. of the price marked on each printed copy offered for sale. Not only does the Tribunal of Milan compel the Gramophone Co. to pay the firm of Ricordi the amount of 5 per cent. on the gross price marked for each disc, but it has even gone further. It has compelled a firm which sells the discs of the Gramophone Co. to repayment of the damages toward Ricordi, for the improper sale carried on up to the present time, and has warned the firm that it would incur penalties if the sales continued. The Gramophone Co. have also been asked to pay the costs and judgment of this most interesting case.

WE may say that it is not definitely assured that this decision will be confirmed by the Court of Appeal, but we can state in that connection that the Tribunal of Cremona has already taken the same view as the Milan Court regarding perforated rolls, which are used on piano players, and the use of music rolls on piano players will shortly be tried before the Tribunal of Bologna. All of these matters are of vital interest to talking machine men in all parts of the country, and the decision of the higher Italian courts will be awaited with increased interest, for it is possible that the attitude of the Italian legal authorities may in a degree affect the condition here in America, where there has been strenuous efforts put forth to change the existing copyright law.

ALONG these lines the "canned music" article of John Philip Sousa, which appeared in a recent issue of a popular magazine, has attracted considerable interest in this country. It may be possible that new conditions may, within the near future, demand a change in our copyright laws, but it must be conceded that the talking machines and self-playing instruments have done much toward popularizing the work of many well-known composers who have profited in a material sense by the increased demand created for their compositions by the self-playing instruments. People who have heard their works through the talking machines have gravitated to the nearest music stores, and have asked dealers to supply them with copies of such and such a piece, and probably had it not been for the mediumship of the talking machine many of these compositions would never have been heard, and their authors could have never received royalties from the music publishers.

THE statement has been made that years ago a well-known band master and composer actually urged talking machine men to reproduce his works on cylinder and disc records so that it would aid in their popularization. He then looked upon the talking machine as a splendid means of exploiting his musical creations, and there can be no question but that through the hundreds of thousands of records which have been sold of certain compositions that it has aided in popularizing them, and the talking machine will continue to be a popularizer of music in the broadest sense.

Neither does its use decrease love for piano playing, nor does it do away with the use of the smaller musical instruments in the slightest. It fills its own sphere as a musical educator and entertainer, and it is helpful in the broadest

way to the musical and educational interests of the country.

WE have noticed that the same men who claim to-day that the talking machine business has reached its highest stage of development are in many instances the same ones who, years ago, claimed that the present factories would be out of business by 1902.

There are pessimists in all trades, and it adds to the variety of the talking machine industry to have a few men who are making all kinds of dire predictions as to the future of the talking machine.

How can any one who has witnessed the steady evolution of this marvelous product of human brains and skill say that the highest stage of development has been reached. Look at the wonderful possibilities of the new instruments which have been placed out during the past six months, and then figure what the talented inventors of the future will create! This industry has not reached the high-water mark by a good step, and it will be many years before the wail of the pessimist can be heard distinctly above the whirr of busy machinery operating day and night in great plants to supply the world-wide demand for this great product.

REPORTS from the London office of The World are interesting this month. London is headquarters for an enormous talking machine trade, and this publication is in a position to supply its readers not only with the latest and most accurate information concerning trade matters in London, but our rapidly growing subscription list in all parts of the world demands that the fullest attention be given to the affairs which are closely interwoven with this industry in other lands as well as our own.

THE fall season is now well on, and reports received at this office during the past week indicate an unusual activity in trade circles. There will be the biggest kind of a business conducted in all lines of trade this fall. The jobbers in the Middle West are busy just now supplying the needs of the smaller dealers, and from all over America comes the cheering information that the talking machine dealers are getting extremely busy.

There are a number of specialties on the market, and the probability is that the present number will be constantly augmented. We have active brains and inventive skill in this industry, which are bound to tell in a number of ways, particularly in new inventions which are closely related to the talking machine.

TALKING machine dealers are imbued with a spirit of progressiveness which is apparent in the beautiful quarters which are constantly being fitted up all over the land. We have seen during the past month some superb establishments fitted up exclusively for the display and sale of talking machines. The space and elegance of these warerooms would do credit to any industry, and there is no reason to-day why the talking-machine men should not take a pride in their calling and in the evolution of the business to higher and better things.

Recollect, too, that The Talking Machine World predicted in its first issue that the talking-machine industry was only in its infancy, and, judging from the phenomenal development which has taken place since this paper first appeared, it would seem as if our predictions were pretty nearly correct.



**FIRSTLY—We Manufacture Records and RECORDS ONLY**  
**THEREFORE**

**THEY RECEIVE OUR UNDIVIDED ATTENTION**



**SECONDLY—Our Records are Constantly Improving; they MUST.**

**THIRDLY—Our Summer Sales more than Double Those of Last Year.—Proof enough.**

**FOURTHLY—We have the Best Proposition on the Market To-day.**

**LASTLY—All we Ask is a Fair Trial.**

**Does Advertising Pay?**

**CUT OUT AND SEND COUPON  
IN CORNER**

Tear off here. Fill in and Mail today to  
**INTERNATIONAL RECORD COMPANY,**  
 40-44 Washington Street,  
 Auburn, N. Y.

Dear Sirs:—I am interested in your "International Records." Send me full catalog, prices, terms, etc., at once.  
 Yours very truly,  
 NAME.....  
 Address.....  
 T. M. W.  
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## MARCONI VISITS COLUMBIA PLANT.

The Inventor of Wireless Telegraphy, Who Has Been Appointed Consulting Physicist by the Columbia Phonograph Co., Entertained at Banquet at Waldorf-Astoria—His Remarks to the World.

The presence of Mr. G. Marconi, the wizard of wireless telegraphy, in this city during the past week, is looked upon by those interested in the development of the talking machine as marking the beginning of a new epoch in its history. When it was first announced that he had been retained by the Columbia Phonograph Co. as its consulting physicist, the trade in general realized that the company had made a master stroke by taking into its employ one of the most brilliant inventors of the age. Mr. Marconi arrived from Europe late Friday evening, and during his three



MR. MARCONI.

days' stay on this side, spent practically the entire time in going over his new field of operations. On Monday he was taken in an automobile to visit the immense plant of the Columbia Co. at Bridgeport, Conn., examining every detail of the manufacture of their talking machine. On his return to New York that evening he was tendered a banquet in the Astor banquet hall of the Waldorf-Astoria Hotel by President Easton, of the Columbia Phonograph Co., General. Among the guests present were: Vice-Presidents William E. Bond, George W. Lyle, Paul H. Cromelin and Edward Burns, Messrs. F. J. Warburton, Timothy D. Merwin, Thomas H. McDonald, Victor H. Emerson, Elisha K. Camp, John H. Dorian, E. O. Rockwood, J. W. Binder and Walter L. Eckhardt. One of the features of the dinner was music from a Twentieth Century graphophone. Speeches of an informal nature were made, and all thoroughly enjoyed meeting Mr. Marconi.

Mr. Marconi sailed on the Caronia Tuesday morning, and just prior to his departure, in an interview with The Talking Machine World, he said:

"As yet I have not had an opportunity to make the thorough investigation of the graphophone in all its phases that the subject demands. One point that I have given careful attention to during my visit to the Columbia factory is the making of the master records and a saving in the cost of reproducing them. When I get back to England I will go into the subject of repro-

ducers, recorders and the composition for records more fully, and devote considerable time in making experiments along these lines. So far as the mechanical construction of the Columbia graphophone is concerned, I do not see that they can be improved. I think the talking machine has a wonderful future, and I hope to do my part in aiding its development. I may also say I consider The Talking Machine World the greatest publication devoted to the interests of the industry published."

## GROWING DEMAND FOR SEARCHLIGHT

Leading Jobbers Have Placed Large Orders—Big Foreign Shipments Made This Month.

The Searchlight Horn Co. have been hastening to enlarge their manufacturing facilities in order to take care of a trade which has developed at a phenomenal rate without causing a delay in shipments. The manager stated to The World this week that the searchlight facilities now were sufficient to meet a demand of 10,000 horns a month, and from present indications it would seem as if this entire output would be absorbed. Some of the leading jobbers of this country have, after testing the Searchlight horn, placed substantial orders with the manufacturers, and every day the list of orders is steadily growing. The foreign department, too, is developing at a rate which shows how American products of merit are esteemed abroad, an order for 1,000 horns being placed for foreign shipment this month. The dealers who have tested the Searchlight horn have been enthusiastic in praise of its reproductive powers.

## MacLEAN'S IMPORTANT MOVE.

F. C. MacLean, formerly with the Douglas Phonograph Co. and the Victor Distributing & Export Co., and more recently in the export business, assumed the position of manager of the American Telegraph Co., New York, on the 12th inst. "Mac" has acquired a block of stock in the company, and feels assured it is one of the most promising propositions now before the public. Having a wide acquaintance in the trade, he will doubtless be heard from in no uncertain way in connection with the Telegraphone, the handling of which, in a commercial way, he is of the opinion belongs to them. Machines will be ready for delivery about the first of the year.

## IDEAL FASTENER CO.'S LATEST.

Dealers should not overlook the Ideal Fastener Co.'s announcement, which appears in another part of this paper. Their new horn crane is steadily winning appreciation by reason of its special constructive features and the fact that it can be sold at a very moderate price. It should prove an immense seller, and we feel sure the trade will become very much interested in this specialty.

## A RECENT INCORPORATION.

The Folding Phonographic Horn Co., to manufacture phonograph horns, etc.; capital, \$25,000. Incorporators: Martin L. Munson, John W. Foster, Jr., F. Victor Lieken, New York.

The Gramophone & Typewriters, Ltd., London, England, has taken the agency of the Searchlight horn for Europe. They placed a stiff initial order with the Searchlight Horn Co., New York.

Cassell & Co., Buenos Ayres, S. A., have applied for the sole agency of the Land-o-phone for the Argentine Republic.

Lewis Anderson, of Clinton, has opened a music store in Maquoketa, Ia., and handles a full line of pianos, organs, small goods and sheet music.

## TO EXHIBIT AT MUSIC SHOW.

At the National Music Show, to be held in Madison Square Garden, New York City, from September 19 to 27, Landay Bros., the gilt-edge Victor jobbers of 288 Fifth avenue, will have a most interesting and distinctive exhibit. Besides their full line of Victor standard goods they will also display the new Victor Victrola machine and the Victor Auxetophone, likewise the Land-o-phone home recorder. Their space will be elegantly and tastefully arranged, and during the time they will give concerts in the recital hall.

## HAYNES AS EDISON JOBBER.

C. B. Haynes, widely known to the talking machine dealers, and one of the most popular traveling men, who has been eight years with the Edison Co., left this week for Richmond, Va., where he has opened up a store at 602 East Main street. He will job the Edison lines, the Rapke cranes and Mega horns.

Victor H. Rapke has an important announcement in another part of this issue, in which he notifies the trade of a decided cut in the prices of Rapke labels with and without titles. His advertisement is well worth close consideration.

## Business Opportunities

## For Sale

The oldest Edison, Victor and Columbia Wholesale and Retail Talking Machine House in Western Pennsylvania.

Established monthly trade over \$10,000 (about 40 per cent. retail), and showing a 10 per cent. net profit.

Will sell at Inventory to quick purchaser.

Reason for selling, ill health.

Here's an opportunity. Only those meaning business entertained. Write "E. E. N.," care The Talking Machine World, 1 Madison Avenue, New York.

## CHANCE TO BUY VALUABLE BUSINESS.

Party with \$7,500.00 can buy an interest in one of the largest wholesale and retail Music Houses on the Pacific Coast.

A rare opportunity for the right man.

Small goods or Talking Machine man preferred.

Address "Box 40," care of Talking Machine World, 1 Madison Ave., New York.

## FOR SALE.

Wholesale and Retail Edison, Victor and Columbia Talking Machine Business. Established 4½ years. Will sell at inventory. Stock will inventory about \$20,000. Did a business last year of \$93,000.00. Reason for selling to engage in other business. Address "Opportunity," Talking Machine World, 1 Madison Ave., New York.

## C. B. HAYNES, EDISON JOBBER

Exclusive Agency

RAPKE CRANES—MEGA HORNS

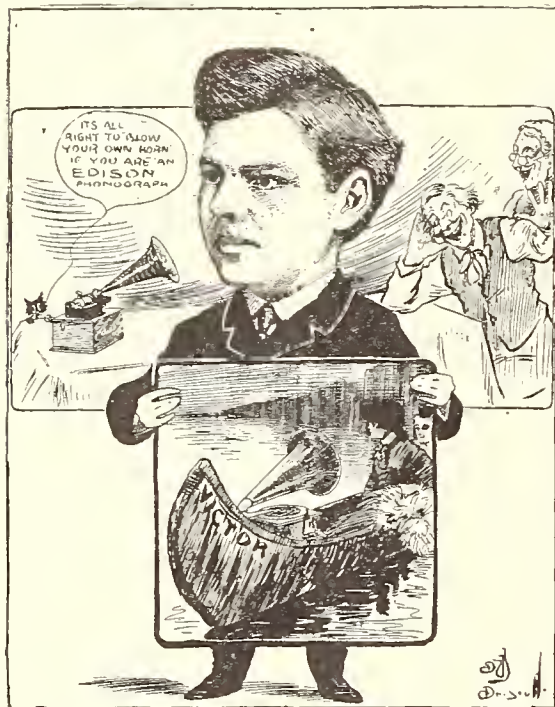
602 EAST MAIN STREET, RICHMOND, VA.



## FALL TRADE WILL BREAK RECORDS.

Already Assuming Large Proportions—Manufacturers Preparing to Meet Demands, But Congestion Is Bound to Occur to Some Extent.

In talking machine circles the fall trade, that promises to eclipse everything on record, is already assuming large proportions. Even the most pessimistic jobbers declare that they feel far from being "grand, gloomy and peculiar," which was about the frame of mind they were in when the manufacturers failed to deliver the goods. Just now their stocks are in shape, and no complaint is heard, but the rumblings of trouble to come in this respect are perceptible, if faint. The manufacturers frankly confess a congestion is bound to ensue, and while they deprecate the fact, it cannot be helped. Naturally, the forewarned are forearmed, and have placed orders months in advance, and this buying is so much in favor that this class of jobber will doubtless meet every call of his trade without worry or embarrassment. The other kind will doubtless be called upon to take their chances, and then there will be weeping and wailing and gnashing of teeth.



W. J. AUGUSTIN, THE "TALKER" MAN.

W. J. Augustin, the talking machine man of Fond du Lac, Wis., was the subject of a clever cartoon at the hands of Artist Driscoll in the

Daily Bulletin of that city recently. Mr. Augustin, who originally went to Fond du Lac from Milwaukee, where he managed a branch for McGreal Bros., purchased the business on May last, and has been steadily developing it under his own management. He handles the Edison and Victor lines, and is one of the most popular men in the city. His parlors at 7 South Main street are headquarters for talking machine people.

## A CLEVER WINDOW DISPLAY

Originated by Hayward Cleveland for the Columbia Phonograph Co.'s Store at 812 Broadway.

In presenting ideas for novel window displays The Talking Machine World illustrates the recent adornment of the big show window of the Columbia Phonograph Co., at 812 Broadway, New York. It consists of a Columbia disc graphophone mounted on disc records for wheels, with Miss Columbia in the horn driving the Columbia eagle. The eagle was suspended by an invisible wire, giving it the appearance of flying through the air. A fleecy gauze under the wheels of the chariot produced a very effective cloud effect, while a background of atmospheric hue completed the illusion. The conception originated with Hayward Cleveland, the manager of this branch, whose original ideas as a window dresser have won for him an enviable reputation.

## FEATURE OF SUMMER BUSINESS.

A feature of the summer talking machine business has been the number of outfits sold to yachtsmen and vacationists of all classes. And the outfits were most complete, too, the cost running up into several hundred dollars in many instances. In the mountain camp, in the canoe, on seashore and on the yacht, everywhere was heard the music of the talking machine, and in many cases it was the talking machine that gave

life to the situation in the evenings and at gatherings. One returning vacationist from the Adirondack lakes was heard to say that a talking machine brought up by a party of young people received the blessing of every camper on that particular lake, for with the broken-down pianos at the various camps, dancing and accompanied singing were simply impossible until the arrival of the talker saved the day. And it might be added that that same machine's performances resulted in the sale of several similar instruments in the home towns of the campers upon their return.

The fact that the talker has "arrived" as a summer entertainer has been proven conclusively during the past season, and now is the time when new fields for its employment during the winter months indoors will be devised. And still "mechanical music" is decried by "authorities."



COLUMBIA CO.'S HANDSOME WINDOW.

## GEO. K. CHENEY'S SUCCESS.

One of the Most Prolific of Our Inventors—Gives Prof. Scripture Pointers on Acoustics.

One of the most prolific inventors in the trade is George K. Cheney, manager of the recording laboratory of the Universal Talking Machine Manufacturing Co., New York. He has two or three things in these patents—of course, the property of the company—that might put a different complexion on the expected outcome of several important suits, now pending in the higher Federal courts. In other words, what Mr. Cheney does not know about sound recording in its present stage of development no other expert possesses. He recently put a crimp in the ideas of Professor Scripture, of Yale College, and proved his point beyond the peradventure of a doubt. The professor is an acknowledged authority on acoustics, sound reproduction, etc., and had certain ideas about sound waves, but Mr. C. was "from Missouri," and showed the learned gentleman, where he was entirely wrong. George tells the story in a modest way, as clever men always act.

## POWERS & HENRY'S FINE STORE.

(Special to The Talking Machine World.)

Pittsburg, Pa., September 9, 1906.

With three sides of their store built of glass the Powers & Henry Co. have found a way to lessen the dull effects caused by the smoke of that city. Instead of having to use artificial light throughout the day, as is the case with most stores, Powers & Henry do not find it necessary to light up until evening.

This firm, by the way, have found Pittsburg society a profitable field for talking machine business, as well as scandal. The rich are quick to realize the merits of the talker, and as a result extensive and costly outfits go into their homes.

An addition to the Powers & Henry forces is H. H. Enders, who is well known in the trade for his salesmanship.



## Edison Dealers!

Your orders have our undivided attention as we are wholesalers exclusively. Our stock is complete to the smallest detail, our facilities practically unlimited and years of experience enable us to give you the best possible service.

WRITE US FOR CATALOGUE OF CABINETS, HORNS, CRANES AND ALL TALKING MACHINE SUPPLIES : : :

The  
**Pardee-Ellenberger Co.**  
96 to 104 STATE ST., NEW HAVEN, CONN.



# FROM OUR EUROPEAN HEADQUARTERS

No. 69 Basinghall Street, London. E. C., England

W. LIONEL STURDY, Manager

## THE TRADE IN ENGLAND.

**Great Preparations Being Made for Autumn and Winter Business—Marconi's Move in Joining the Columbia Co. Widely Noticed—Barnett-Samuels Departure—New Artists for the Zonophone Co.—Columbia Phonograph Co.'s Fine List—Neophone Co. in Manchester—Thompson With Columbia Co.—Retail Protective Association—Gramophone as Theatrical Star—The Seymour Reproducer—Other News of Interest.**

(Special to the Talking Machine World.)

London, England, Sept. 6, 1906.

The month of August has been one of intermittent sunshine, both as regards the weather and the talking machine industry. Generally, actual business is not brisk with the factors and dealers, but a steady demand has ruled all the time, and as far as the manufacturers and their jobbers are concerned, great preparations are being made to cope with what is universally believed will be a season of exceptional magnitude. At this time, then, the dealer should look around and ask himself the question: "Have I made all necessary arrangements to promptly execute the many large orders this season is sure to produce?" If not, Mr. Dealer, get right down to it at once, as if you are not ready, remember your neighbor is, and you therefore stand to lose a good customer, perhaps forever. It would be of little use to lay down any fixed rules as to the amount of stock one should carry. You should know best the requirements of your customers and the district in which your store is situated. The chief thing is to be ready to fill those requirements and see that your record titles are suitable to the tastes of the neighborhood. There are many little enterprising departures that can be profitably turned to account—watch local events and adapt them to your business; don't lose sight of the value of local advertising, either in the form of newspaper space, handbills, circularizing by post, effective window display, and the many other publicity devices too numerous to mention. In the course of some recent conversations with certain enterprising dealers I have had many ingenious methods of business propulsion brought under my notice, some of which I believe could be, with a little moderation, successfully adopted by dealers in other districts. Dealers in all parts of the world are therefore invited to forward for publication particulars of any such methods that they have found useful and beneficial in promoting business.

### MARCONI WITH COLUMBIA CO.

The announcement that Dr. Marconi has associated himself with the Columbia Phonograph Co. has caused not a little stir in the general press. In trade circles, as was only to be expected, it has been warmly applauded. However, it seems to have raised no question in the minds of the public, the general conclusion being that some remarkable results are bound to follow now that the Doctor has commenced experiments. His wonderful achievements in successfully transmitting electric sound waves through miles and miles of space, insures an experience and knowledge that brought to bear upon improving the art of sound recording and reproduction, I believe, means much to the benefit of the talking machine as a musical instrument of the future. It is not too much to expect that such brilliant genius as displayed by Marconi in the past is but an echo of some interesting results to come from the brain of this great inventor.

### BRUCE, OF UNWEARABLE NEEDLE FAME.

Messrs. David Bruce & Co., of the unwearable needle fame, report a fair business turnover for the month of August. Things are not actually brisk, but there is a steady demand for their

needle and disc talking machines, which are becoming more popular each month.

### NEW DEPARTURE OF INTEREST.

I have received notification of a new departure by Messrs. Barnett Samuels & Sons, which will prove of great benefit to dealers generally in London. On the ground floor of their huge warehouse in Worship street a considerable space has been set aside exclusively for the town department. Complete racking is in course of erection, and when completed will hold something like 10,000 or more records, disc and cylinder. Thus London dealers can pop in at any time with the assurance that their orders will be fully and immediately executed.

### ZONOPHONE RECORDS IN DEMAND.

I found Mr. Malyon, the enterprising manager of the Zonophone Co., right full up with orders for the Zonophone records, which are undoubtedly gaining enormous favor every month. Many new artists, among whom I may mention the popular Earnest Pike and renowned Peter Dawson, two prime favorites, have added their names to the Zonophone list. In the provinces these records are constantly making record sales, which goes to confirm the fact that they have come to stay.

### COLUMBIA PHONOGRAPH CO.'S CATALOGUE.

A most comprehensive list of British and American records has just been compiled by the Columbia Phonograph Co. As a record catalogue, it is undoubtedly one of the best issued, and owing to the very convenient sectional tabulation, of every style of selections, be they vocal duets, trios, talking, bands, minstrels, comic or sacred songs, etc., the list must prove of great assistance to every dealer. In one section the record titles are classified according to their character; in another catalogued alphabetically, while in yet a third section is given the numerical numbers of each selection, so that any particular title can be instantly lit upon. In ordering it is only necessary to quote the given number. Special lists of records in foreign languages and a complete assortment of Scotch and Welsh titles will be available for all users interested.

### THE SEYMOUR REPRODUCER.

Perhaps one of the best reproducers on the English market is that emanating from the inventive brain of Henry Seymour. It is fitted with a patent pneumatic diaphragm and has been specially designed to suit the Edison and Graphophone types of machine. The tone quality reproduction is perfect, and it embodies many new scientific principles.

### NEOPHONE LIMITED IN MANCHESTER.

On behalf of his firm, Neophone, Ltd., E. J. Sabine, late manager of the Paris branch, will shortly pay a visit to Manchester in order to select suitable premises as a Manchester depot. Mr. Sabine reports good business in Paris, and is pleased with his new appointment, as his enthusiasm for the Neophone prosperity in the North is unlimited. No retail business will be done from the Manchester warehouse, so dealers in that neighborhood may, with confidence, place their orders with Mr. Sabine, although it may occasionally be necessary to supply direct in small towns where no agency exists. As readers of this paper are perhaps aware, Mr. Sabine is an old talking machine man, having had experience in England, France and Germany. I wish him every success in his new appointment. The Australasian agency for the Neophone products has been transferred from Messrs. Tozer, Kensley & Fisher, Ltd., to Mason & Bohanna, of Sidney. A large consignment of goods left by last month's steamer, so that in a few weeks business will have commenced in earnest.

### PRINCE GAEKWAR A VISITOR.

Prince Gaekwar of Baroda, and several other Indian potentates, recently paid a very interest-

ing visit to the Neophone headquarters. Quite a large order was given, and their royal highnesses left, delighted with their visit.

### WARM WEATHER ACTIVITY.

A very gratifying summer trade is reported by the Columbia Co. for the whole of Europe. The month of July shows a 45 per cent. increase in sales, compared with the same month in last year. As instances, the Welsh trade catered to by the Cardiff branch shows an increase of 70 per cent., while in respect to Paris, Vienna and Milan, the gain is over 100 per cent. Considering that July is the middle of the alleged dull season, these figures point their own moral to the dealer who doubts the possibility of a good summer trade. You see, Mr. Dealer, the stay-awake policy pays, as no business man likes to lose business, and if you keep awake during the summer time you can more clearly see and prepare for your winter stock than he who has to stretch and rub his eyes after an unnecessary sleep.

### W. P. THOMPSON JOINS COLUMBIA STAFF.

Walter P. Thompson, a gentleman thoroughly conversant with this industry, and well known amongst dealers, has recently joined the Columbia staff. Mr. Thompson is very enthusiastic over the Columbia goods and those dealers, if any, who do not share his opinion may soon expect to, as the September list of records contains some disc selections of unusual interest. The efforts of Miss Ruth Vincent, Mr. David Bispham and Mr. Romeo Berti are brilliantly effective and represent these famous artists at their best. Miss Vincent has had a most successful career from her first appearance in Gilbert-Sullivan opera to the very flattering reception she has just received in "Amasis" at the New Theatre. The singular purity and power of her soprano voice is well shown in her records of the ever-popular ballads, "Home, Sweet Home," "Kil-larney," and "Coming Thro' the Rye." Mr. David Bispham is well known to all opera lovers, both in London and New York for his magnificent interpretations of Wagnerian characters. Then again, in "Danny Denver," Robert Louis Stevenson's "Pirate Song," and "Annie Laurie" he exhibits a wonderful insight in rendering each song with true sympathy and dramatic expression. M. Romeo Berti's records on 10-inch discs are magnificent operatic selections in Italian, the singer's native tongue. His musical education was completed at the Paris Conservatoire, where he carried off many valuable prizes. His temperament and training are well exemplified in his renditions, which are marked by a blithe vivacity, or by impassioned ardor, as the case may require. His records from the operas, "L'Africaine," "L'Elisir," "D'Amore" and "Rigoletto" display these characteristics to a pre-eminent degree.

### RETAIL PROTECTION ASSOCIATION.

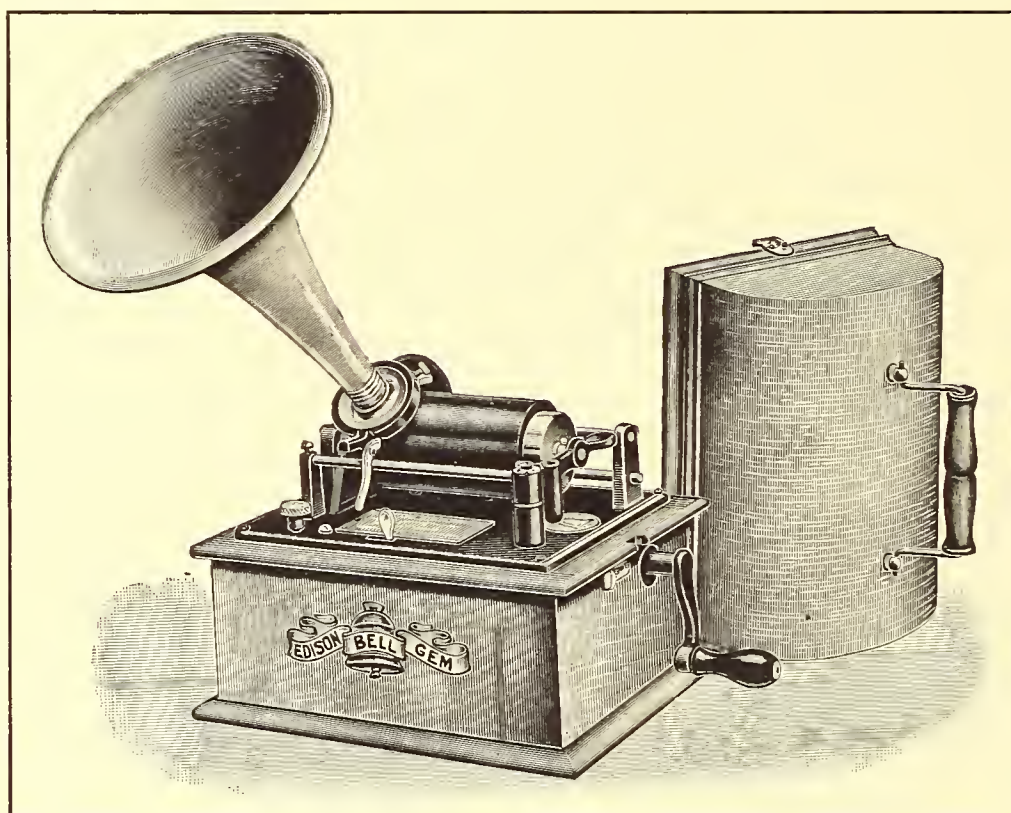
Much has yet to be done before the above can reach any definite stage. At present the idea is still but a suggestion and seems likely to remain so, unless Mr. Tobin's efforts are supported in a more liberal manner by the trade in general. The urgent necessity for such an organization is only too apparent when we consider that in London alone there are established price cutters to be found in almost every district. Perhaps the most flagrant case in evidence came under my notice one recent Saturday when in the Mile End Road. Attracted by an unusual complement of customers at one stall, I made investigation and as a result of which I found that cylinder records of all makes were offered for sale at prices considerably less than that fixed by the manufacturers. Now, the point is that these records were the very latest selections listed by the particular manufacturers and, in one case, were sold for 25 per cent. less than the many legitimate dealers in the district could offer them at. The result is a certain disorganization of trade in that



*The*  
**EDISON BELL PHONOGRAPHS**  
 AND  
**EDISON BELL RECORDS**  
**OF BRITISH MANUFACTURE THROUGHOUT**

The Edison **Bell** are the oldest and largest manufacturers of Records in Great Britain, and their factory is the **ONLY ONE** in the **BRITISH EMPIRE** making Phonographs.

*The*  
**EDISON**  
**BELL**  
**GEM**



**BRITISH**  
**MANU-**  
**FACTURE**

**A NEW AND ELEGANT MODEL—NOT THE OLD COFFEE MILL TYPE PHONOGRAPH**

The Edison **Bell** manufacture and sell in Great Britain more Gold Moulded Records than all the other Manufacturers and Factors combined. It is easy to write long rows of figures, but whatever others may write—the **E. B.** can prove the above statement.

**AND WHY IS THIS?**

**The EDISON BELL is the BEST BRITISH RECORD,—BEST MUSIC—(real music, not a mere row), BEST SONGS, ALWAYS UP-TO-DATE, and AFFORDS BEST PROFITS**

Send for Catalogue of over 1,500 modern Record titles and prices of our  
 GEM and STANDARD PHONOGRAPHS

ADDRESS

**EDISON BELL**

**39 CHARING CROSS ROAD**

**LONDON, ENGLAND**



## FROM OUR LONDON HEADQUARTERS—(Continued).

district and a general feeling of helplessness. It is in such instances that the value of protection is most recognized, but unless you, Mr. Dealer, are prepared to loyally support the movement right now, the consequences are you might not have a chance to later! Because Mr. Tobin made the suggestion, remember it is in the interests of all, and he should not therefore be allowed to bear all the incidental expenses. Some assistance should be given, and it would not be out of place for the factors and manufacturers to interest themselves and lend aid to such a worthy cause. If any one of the large firms will offer the temporary use of a large room for the purpose of calling together a meeting some valuable progress would undoubtedly be the result. Communications on the subject should be sent to Mr. Tobin at 382 Mile End Road, London.

## GRAPHOPHONE AS THEATRICAL STAR.

A sketch, entitled "The Jealous Wife," has recently been presented at the Metropolitan Music Hall and the Chelsea Palace, in which the Columbia Sound Magnifying Graphophone plays an important role. The graphophone, indeed, is at once the villain and the hero of the piece, for its lifelike songs and speeches are at first responsible for domestic disunion, but ultimately cement conjugal bliss. The audiences were frankly delighted with the contributions of the graphophone, and it is of special interest to learn that J. L. Shire, the writer of the sketch, hit on its central idea from an actual experience of his own in which a reproduction on the graphophone set him looking for a human singer!

## MEN OF THE MOMENT.

William Newton, of Newton & Co., Newcastle,  
One of the Largest Factors in the North.

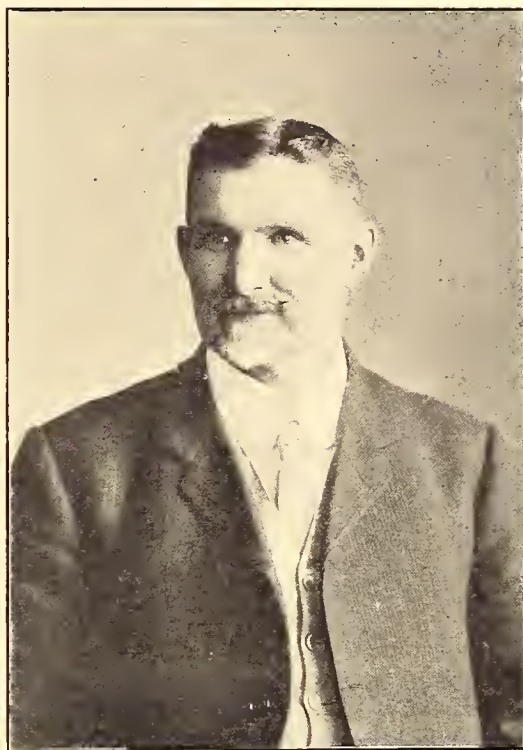
(Special to The Talking Machine World.)

London, Eng., Sept. 1, 1906.

Up to the end of last century, to mention Newcastle-on-Tyne—to give the town its full name—instantly brought to mind Coals and Ships, as chief among the many industries for which the town is famed. With the advent of this century, though yet in its infancy, Newcastle, in print or in fact, will in future always be associated with the phono industry wherever the name confronts us.

Almost every town in England, even to the village that can boast a factory, however doubtful its output, has its attached "commercial tale," save the expression! With its enormous and up-to-date shipbuilding yards, numerous coal mines, etc., Newcastle was not satisfied; it wanted to lengthen its "tale," and what more suitable attachment than the industry so dear to us all! Foremost among the many who about this time commenced phono operations was the gentleman to whom this article is dedicated—William Newton—the result of his enterprise being that to-day Newcastle is one of the most important talking machine centers outside London. Less than five years ago, in Mr. Newton's own words, "I came across my first phonograph, sold at the present day for about five-and-sixpence. I was interested in it and took it home. It pleased me so much that I remarked to Mrs. Newton, 'If this pleases me it will please others.'" In spite of the many gratuitous expressions of caution urged by his friends, Mr. Newton purchased a better instrument, which definitely convinced him of the unlimited possibilities open for the talking machine in Newcastle. Going ahead without fear, studying his customers' wants, ever attentive and courteous to all, his early investment has been justified right from the commencement. From one small room, the business has grown so enormously each year, that to-day it requires a special wholesale department for each firm whose goods they factor. As a local man was overheard to say, "Newton, by gum! had only been a year or two at the phonograph trade, but he had taken all the gold medals, and had opened the eyes of everybody in the North to the value of the talking

machine as a musical necessity!" As an instance of the striking advance made in Edison goods alone, the turnover last year was about 400 per cent. over and above that of the previous season's business. Newton & Co., beyond the Edison factorship, are sole factors in the North for the popular "Sterling," "Odeon," "Fonotopia" and "Zonophone" records, much to the benefit of those successful firms. All indications confirm this view. It seems that Mr. Newton early developed the "booming" faculty; especially was



WILLIAM NEWTON.

this in evidence when the "Sterling" record was first marketed. It was not altogether the business done (although large), but the great value lay in booming, breaking the ground, and establishing the fact. In advertising, developing and popularizing the record, Mr. Newton was most zealous. "Popularizing" forms a great point, and as Mr. Newton informed me, it is what he works upon. Price is not in it. Their aim is to "popularize" it, and secure full price, price-cutting being an exhibition of weakness.

The firm occupy very commodious and elaborately fitted premises in Westgate Road, which are not confined solely to the talking machine industry. Many other lines, such as pianos, cycles, sporting goods, etc., having formed the



firm's chief trading commodities since their establishment, over twenty-five years ago. Their show rooms are a matter of envy to all, and dealers appreciating prompt and efficient service could not fare better than by dealing with Newton & Co., whose up-to-date methods are by now common knowledge. They have a motor-delivery van, and in matters of publicity are firm believers. The accompanying advertisement illustration is a good example of their local advertising. Although not a good sketch, it shows Mr. Wm. Newton at the driving-wheel, and his only son, A. V. Newton, as conductor, who, by the way, has won golden opinions as assistant conductor in his father's business.

## SOME IMPORTANT CIRCULARS.

Issued by the Gramophone & Typewriter Ltd.,  
and the Russell Hunting Record Co.—Literature That Concerns the Whole Trade.

(Special to The Talking Machine World.)

London, England, September 5, 1905.

I append copies of circulars as issued by the Gramophone Co. and Russell Hunting Co. These letters speak for themselves. That it is a serious matter cannot be denied, as it concerns the whole trade, not only manufacturers of disc goods, but the factors who are selling disc machines made specially by or for them:

London, Aug. 10, 1906.

Dear Sirs:—For some time past we have been looking for opportunities to encourage and recompense those of our good friends who are handling Gramophone goods only, so far as the Disc trade is concerned.

The following offer is made in order to help and encourage a large proportion of old friends who are dealing exclusively in goods of our manufacture:

From September 1st onwards, we intend to pay carriage on all goods to firm order to any part of the United Kingdom, provided the dealer is stocking and handling no Disc Machines or Records other than those of our manufacture. This does not apply to:—

(a) Records ordered on the approval system consigned either to or from the Gramophone & Typewriter Limited.

(b) Machines or parts sent in for repair.

(c) Worn Records returned for allowance.

If it is your wish, as a Gramophone firm, to participate in this new departure, we invite you to fill up the enclosed form which will entitle you to have your name registered on our "Carriage Paid" list from Sept. 1st onward.

Recognizing the trouble and worry that the old rebate system of allowance on carriage in proportion to turnover has caused the dealer, we propose to substitute the new system for the old one from Sept. 1st onwards.

THE GRAMOPHONE & TYPEWRITER LTD.

P. S.—Some dealers may find it advisable to stock a cheap class of disc record. We have no objection to Zonophone Machines and Records being stocked and handled.

London, E. C., Aug. 22, 1906.

Dear Sirs:—We beg to refer to a circular letter issued by one of our competitors some few days ago, offering the special privilege of free carriage to dealers who will not stock any other make of Disc Machines and or Disc Records, than the goods manufactured and or controlled by our competitor. We understand that this circular is directed against us, because our competitor fears the competition that will now arise owing to our having taken over the business of the "Odeon" Machines and Records. Our competitor is aware of this and knows that in consequence:—

We shall add to the existing catalogue of the Odeon Co. all selections made by us from the artists exclusively engaged for talking machines by us; be fears the increased sale of the "Odeon" Records which must result from our organization and goodwill with the factors and trade generally.

If you wish to take advantage of the special privilege offered by our competitor, you must cease to stock or sell our "Odeon" goods, as well as every make of disc machines and records, other than those controlled by the company mentioned in the circular referred to above.

We feel confident that dealers will not place themselves in a position of being subsidized so as to prevent their handling our records. We believe that records sell on their merits; if our records are not as good value as other makes they will not sell, and if they are as

**PHILIP NEALE,**  
**PHONO. EXPERT,**  
5 Chalk Farm Rd. LONDON, N. W.  
Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

## Have You a London Representative?

If your goods are not represented in this market, they should be, as there is a good opening for smart American Talking Machine Accessories or Novelties. Communicate with Box 100, Talking Machine World, office, 69 Basinghall Street, London, England.



## LATEST NOVELTIES

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small Phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled. Factors should write for sample and wholesale prices, to

G. W. CORDOCK & CO.

High Street, Scunthorpe, Lincs, England.



## FROM OUR LONDON HEADQUARTERS—(Continued).

good value as other makes they will sell, and if you do not buy them, others dealers will.

The circular shows a fear of our competition, which signifies that they expect our records to compete heavily with theirs. Furthermore, if you are a dealer in our competitor's goods you have up to now enjoyed a special privilege from them with regard to carriage which depended upon and was proportionate to the amount of business that you did with that competitor. The effect of the circular is that you can only buy on the same conditions as you have bought before and obtain the equivalent of the old allowance, providing you sign an agreement not to handle our goods or other makes outside of those under their control.

We leave the case in the hands of our dealers, knowing full well that the majority of dealers in talking machine goods will not be dictated to by any one concern as to what line they are to handle, and furthermore, will not cease to stock and sell our records, which are the only disc composition records manufactured in Great Britain for the purpose of favoring records imported from Germany and other countries. We shall be pleased to receive an expression of opinion from you in regard to this matter.

Yours truly,

THE RUSSELL HUNTING RECORD CO., LTD.,  
LOUIS STERLING, Managing Director.

### NOW MAKING A LONGER RECORD.

The Russell Hunting Co. Have Brought This Matter to a Successful Issue.

(Special to The Talking Machine World.)

London, England, September 5, 1906.

A matter of considerable trade—or for that—public interest, has just been imparted to me by Mr. William Manson, of The Russell Hunting Record Co. For some time past there has existed a general demand for a longer record. Certain phonograph enthusiasts have constantly hammered away at the company until it has almost become a duty, to be performed daily, in the hope that eventually their letters would influence the manufacturers to provide a record of sufficient length capable of taking two verses of a song, or certain operatic selections hitherto unobtainable on the ordinary standard size record. The man in the street does not realize the immense amount of technicalities to be overcome before such was possible, but his desire is now an established fact. Although it has taken a long time and has occasioned considerable trouble, after careful consideration and much experimenting, The Russell Hunting Co. have brought the matter to a successful issue, and in relation to the ordinary size, will be the first to place a longer record upon the market. By the first of September this new innovation, known as the "Sterling Special Record," will be on sale. The increased length is exactly half an inch and

the old price of \$1 still prevails. Mr. Manson, in his enthusiasm for the future reception of this new record, but voices the feelings of all who appreciate such first-class articles as Senor Bartolota and Bernal Resky, the famous Italian tenor and baritone, who will make some special grand opera records. Then, in addition, the company have secured the services of Mr. Allan Turner, who has made, perhaps, some of the best records ever produced. Mr. Charles Tree and Scot Skinner, the popular Scotch violinist, known throughout the north, to mention only a few of the new artistes who will record for this enterprising company. That the demand will be enormous is no matter for speculation, it is unquestionably assured. Good sales are reported for the Odeon and Fonotipia Records, and under the Sterling and Hunting control this is but to be expected. A splendid repertoire is promised for the future.

### HOWELL BROS. PIONEERS

In Introducing the Talking Machine in England.

(Special to The Talking Machine World.)

London, Eng., August 30, 1906.



CHAS. W. HOWELL.

Howell Bros. were one of the little band of pioneers who first introduced the phonograph from America to England. It is barely six years ago since they first handled a talking machine, and so rapidly did the business grow under the able management of Mr. Charles W. Howell that after a short period it was found necessary to close down their cycle business and devote themselves entirely to the talking machine industry. Mr. Howell claims to have practically introduced us to factoring or jobbing as a business, and at the present time they are one of the largest and most up-to-date firms in this particular sphere. About two years after commencing operations, their then premises, although of fair expanse, were not sufficiently large enough to cope with the ever-increasing batch of orders, and in consequence they removed into the spacious warehouse they now occupy. Mr. Howell is noted for quick choice of a "seller" or "hit" and at times makes a regular plunge on a num-

ber, and so far has had the good fortune to be invariably correct. One of his best plunges was on "Blue Bell," of which record his firm received over 9,000 in a week. Under Sir Marcus Samuel, of oil fame, Mr. Howell had the advantage of a good training in all matters pertaining to shipping, and as he is fully conversant with every detail, dealers throughout the world may place their orders for anything in the line of talking machines, etc., with every assurance of being faithfully and quickly served.

### "THE MAN ON THE STREET."

Some Observations of Interest Jotted Down by The World Representative on His Rounds of the Trade—Gramophones and Bombs—Dr. Michaelis Postpones Visit to States—Other Items of General Interest.

(Special to The Talking Machine World.)

London, England, September 6, 1906.

Many dealers find a certain amount of difficulty in arranging an easy method of stocking records. Shelves and boxes have their disadvantages, as also other methods of a more or less primitive nature. The trouble has been eliminated by the introduction of a strong wire rack marketed by Howell Bros., St. John street, London. This rack is three feet high by one foot six and will hold no less than seventy-two records. Its adaptability lies chiefly in the fact that the record titles are all on show, can be seen at a glance, and the rack is easily fixed and removed when necessary. It is a decided improvement on the old way of stocking records and the cost is reasonable. Messrs. Howell Bros. will furnish further information on request.

A very ingenious method of soliciting business comes to me from Mr. Hough, of the Edison Bell Co. It is in the form of a big postcard on which is asked the question: "Have you joined our list of up-to-date dealers?" It further states the terms and advantages of being on this list, and dealers, who are dealers, should apply for details. Attached to the big card is a smaller one which can be easily removed. This small card is addressed to the company and on the reverse side is just a printed request, to be signed by the particular dealer who wishes to add his name to the Edison Bell list of up-to-date dealers. Examples of new records are sent to the dealer each month, carriage paid, either direct from the company or through his factor.

The Neophone No. 5 model machine contains many improvements, and in consequence will be in great demand this season. It is a beautifully finished concert sized machine, crank side wind, good motor and concert reproducer. It embodies the most scientific principles and is equipped with a patent tapered sound arm, large flower horn (any color) and concert reproducer. The neolite record has seen vast improvements which go to make them more popular than ever.

An elaborate and artistically gotten-up reproduction of an oil-painting entitled "The Phonograph," comes to hand from the National Phonograph Co. The picture is by the celebrated artiste "Massani," who in a very realistic manner depicts the mingled delight and astonishment of an old couple listening to the phonograph, apparently for the first time. The subject is well chosen and admirably carried out both in design and color, including no less than twelve shades, which goes to make up a picture of exceptional and striking beauty. An unframed copy (size 17 x 25 inches) will be presented to every legitimate dealer, on request, together with prices for quantities, as it is anticipated that many applications for this splendid picture will be made by phonograph users amongst the public, to whom it is priced at one-third. A huge demand is certain and as only a limited number have been printed, dealers should make immediate application to the ad-

## The Russell Hunting Record Co., Limited

### MANUFACTURERS OF THE "STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS  
IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the  
"Michael Casey" Series.  
WE GUARANTEE EVERY RECORD TO BE PERFECT.

### "STERLING"

GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

## THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England



## FROM OUR LONDON HEADQUARTERS—(Continued).

vertisement department, National Phonograph Co., 25 Clerkenwell road, London.

Mr. John Nottingham is a proud man to-day, and no wonder! His new premises in Tabernacle street, taken and fitted up at enormous expense, receives praise on all hands. One hears such remarks as "Fine place you got here," "elaborate," and so on. To all of which comes the reply: "Yes, sir, thank you; but have you seen our new line of flower horns?" or whatever it may be. The firm mean business, and judging by the evidences on hand when I called last, thy are getting it. By the by, Mr. J. L. Young, late of the General Phonograph Co., has accepted a position with this company. Mr. Nottingham is to be congratulated upon having secured the services of so able a gentleman. Mr. Young has been actively engaged in the talking machine industry for the past twenty years, and what he doesn't know isn't worth shucks. Undoubtedly, as the company's representative, he will have plenty of scope to display those powers of versatility of which he has command.

What diverse associates! The perverseness of things in general is no matter for surprise, but when we get down to coupling in one breath bombs and gramophones, it occasions a subject for full explanation. Somewhere in the land of disorder, where the shedding of human blood is a matter of everyday occurrence, the Czar's satellites recently made an extraordinary discovery of membranes for bombs, stored, so the "telegraph" report states, in enormous quantities of all places in a gramophone factory! That the membranes were destroyed follows as a matter of course, but whether or not the Russian Government had the foresight to confiscate the gramophones is not stated. If the old proverb stands good in Russia, the Little Father could have provided himself with an immediate solution to his trouble. The gramophone is quite capable of soothing savage breasts (oh, yes! personal experience), and would, perhaps, prove a

surer method of silencing the bomb throwers than the use of bullets. At any rate it would be interesting to try the experiment.

Messrs. Popert & Co., of High street, Manchester, have now ceased business. The stock and goodwill have been acquired by Mr. Christian Dawe, the popular and enterprising factor of the same street and town. Many bargains will be in evidence, and although Mr. Dawe does not intend to hold a "bargain sale," dealers should immediately get into touch with him, as there are sure to be some cheap lines going.

I learn that the Edison Bell sales are ever showing an enormous increase each month. In one week in August—it has been a hot month all round—over eighty thousand records were dispatched. This is evidence that our summer business is not so much on the decline as some of our dealer friends maintain. A fine list of records is promised for September and succeeding months.

Owing to pressure of business, Dr. Michaelis has had to postpone his visit to America. But he may be expected sometime before the season fully sets in.

Messrs. Metzlers, of Great Marlboro street West, are factors for the popular Zon-o-phone machines and records. The talking machine department is under the capable charge of Mr. Callow, who informs me that they have good things in store for their dealer friends, particulars of which will be available later. The demand for the famous "Humanola" needle has continued in a very satisfactory manner throughout the Summer and the sales this coming season are expected to reach high water mark in comparison with previous years.

We are ever doomed to disappointment. It's as much a part of our existence as pleasure. Recognize it and you will in a great measure have

solved the riddle of how to be happy—though married or otherwise! But, to our text: In my last report I promised to give a few details concerning the disc and other new goods that are shortly to be placed upon the market by this company. I am informed at headquarters that unfortunately they are not quite ready, hence these few lines. Just as we experience a lull before a storm, so it is with Messrs. Pathe Freres, but I hope in a few days to have the pleasure of reviewing some of the new goods shortly to be issued, which I am confident will fulfil all expectations as to quality and tone. By the bye, I note Messrs Pathe have opened up handsome new premises in Charing Cross road for the purpose of their cinematograph and film departments.

The Imperial Record, handled by this company, is fast gaining popularity in this country. So much so that special arrangements have been made for weekly shipments, the last consignment amounting to over fifty thousand records.

## NATIONAL PHONOGRAPH CO.'S ARTISTS.

(Special to The Talking Machine World.)

London, Eng., Sept. 3, 1906.

Mr. Lemoine informs me that business is steadily advancing, the present demand indicating an exceptionally good season to come. The company are to be congratulated on having secured the sole services of Victoria Monks, the celebrated music hall artiste. One of her selections, "Take Me Back to London Town," will appear in the October list, and it is believed that this record will be a splendid seller. "Another Little Girl in Your Eye," by Miss Marie Blythe, should also "catch on." Miss Blythe has never previously made any records, but she is one of the best female artistes listed for some time by the National Co., and is certain to prove popular.



# Ready September 15th



The following list of **"WHITE" RECORDS** will be ready for distribution by the Wholesale Trade on or before September 15th.

- |      |   |
|------|---|
| No.  |   |
| 100. | Selection of Irish Melodies.....Empire Military Band                      |
| 101. | The Garden of Sleep.....Arthur Grover                                     |
| 102. | Sing Me to Sleep.....Arthur Grover  |
| 103. | The Children's Home .....Arthur Grover                                    |
| 104. | Nancy Lee .....Peter Dawson   |
| 105. | Sound Advice .....Hector Grant  |
| 106. | Polonaise Militaire.....Empire Military Band                              |
| 107. | The Moon Has Raised Her Lamp Above,<br>Duet by Peter Dawson and Tom Child |
| 108. | The Chinaman Song .....Arthur Gilbert                                     |

- |      |   |
|------|---|
| No.  |   |
| 109. | Radetzky March .....Empire Military Band                                    |
| 110. | We Close at 2 on Thursday .....Arthur Gilbert                               |
| 111. | It's A Different Girl Again, with chorus.....Will Danby                     |
| 112. | Sister .....Peter Dawson  |
| 113. | The Royal Standard March .....Empire Military Band                          |
| 114. | "Humoresque," Waiting at the Church,<br>Empire Military Band                |
| 115. | You're A Thing of the Past.....Clara Vance                                  |
| 116. | Just A Little Rocking Chair and You.....Clara Vance                         |
| 117. | In the Shade of the Old Apple Tree, with chorus and bells,<br>Sydney Carden |

**SPECIAL NOTICE**—All our records are to be slightly longer than cylinder records now on the market. The exact length outside measurement will be  $4\frac{3}{8}$  inches, this permits of our giving  $3\frac{3}{4}$  inches of music, or about a quarter of a minute more entertainment than records heretofore produced.

**NOTE**—The above records will play on any Standard Cylinder Machines.

Send us your name and full address and we will be pleased to keep you posted in all matters of interest.

**THE GENERAL PHONOGRAPH COMPANY, Ltd.**

26 Euston Building

Euston Road, London, N. W., ENGLAND



## FROM OUR LONDON HEADQUARTERS—(Continued.)

## THE GENERAL PHONOGRAPH CO. LTD.

(Special to The Talking Machine World.)

London, England, September 4, 1906.

The following circular has been issued to the trade by the above firm:

"Dear Sir:—In order that you may make provisions for stocking our Records we beg to give you herewith complete advice as to the dimensions of same. All Records which we turn out in the future will be slightly longer than the standard cylinder Records; the Record itself will measure  $4\frac{3}{8}$  inches over all, the length of music recorded on same will be full  $3\frac{3}{4}$  inches, this enables us to give about fourteen seconds longer performance than the standard Records and record two verses and two choruses of the ordinary ballads or comic songs. The length of our boxes will be  $4\frac{3}{8}$  inches inside measurement, the length of our boxes outside measurement will be  $4\frac{3}{4}$  inches, so that you should figure accordingly in providing racks for stocking."

Rapid strides are being made with the "White" record, and in a few weeks, or, in fact, by the time this is in print, the first batch will have made their appearance throughout the trade. A glance at this company's announcement in our advertisement pages will reveal a splendid list of vocal and band selections, and dealers should lose no time in placing their orders.

## A SIMPLE AND PRACTICAL TREATISE ON RECORDING.

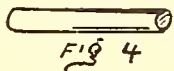
BY PHILIP NEALE, LONDON.

In five cases out of six the recorder supplied with the machine is not workable, and the owner finds, however much he may try, that he cannot make a decent record, therefore I think, as the season approaches the phonoish will certainly like to use his recorder if it will work.

Now, to record, or, as Pathe puts it, to take the photograph of sound, is really a very simple matter if you only go the right way to work.

The recorder is composed of a metal shell to hold a diaphragm, upon which is fixed a cutter called a stylus.

The stylus is a wire shape piece of sapphire, polished and faced at one end, thus:

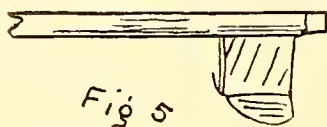


it does not matter whether it is hollow ground or plain; one is as good as the other, but it must be well polished and sharp.

The stylus holder should be built so as not to harbor the vigorous raps given to the diaphragm. To harbor, I mean that the raps given should be delivered in full to the wax cylinder. This I will simply illustrate. Take a punch 1-16 inch in diameter and 2 inches long, and try to punch a hole in a piece of tin; then take a punch  $\frac{1}{4}$  inch in diameter and try and punch the same

size hole and you will at once understand how the slight punch harbors the raps given by the hammer, while the stout punch delivers the raps in full.

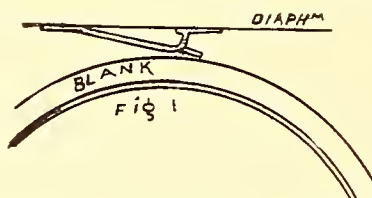
You will now see that the soft turned up stampings supplied by the trade are not alto-



gether satisfactory, and you must try and make one.

Procure a piece of flat brass wire 1-32 by 3-32 of an inch, bend it exactly the shape and size as in Fig. 1. Now drill the hole as shown, the right size for the stylus, and make same firm with shellac. Now cement the holder to diaphragm, as in Figs. 1 and 2, and before the cement is set. Fix recorder to the machine. Now lower same carefully to the surface of the blank. You can then shift the stylus forward or backward until you secure the right position. See Fig. 2. Then allow it to set well before using.

The position of the stylus is a very important



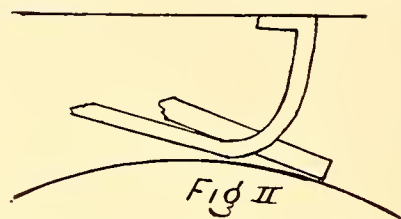
matter, for if you set it too acute it will not record at all. It will hop all over the blank, making herring bones and deep spots, and making a noise like a small rattle. There must not be any noise from the recorder, and the shaving must not bunch up and collect on the cutting surface of the stylus, but the shavings must sail away like a ribbon in the breeze, leaving the stylus always visible and clean.

If you look again at Fig. 2 it would naturally occur to you that in the position of stylus there given that the stylus would glide over the surface of the blank without cutting, but it is not so. As soon as the point of the stylus touches the blank it will throw off a fine shaving like the hair of your head—the finer the better; but as soon as the slightest noise enters the trumpet the stylus will enter the surface of blank and, being perfectly under the control of the diaphragm, will print every movement of the diaphragm with perfect ease and accuracy. Now we will pass on to the diaphragm.

The best size, as far as my experience goes, is 3-32 millimeters, now in general use, but for the thickness we must see what kind of motor we

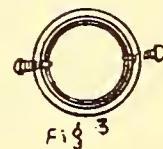
want it for, the better and more silent the motor the thinner the diaphragm.

Thus a motor running by electricity may use a diaphragm of 5-40 millimeter in thickness, while a cheap motor or one with shaky motor



would blast or ramble with anything under 8-40 millimeter, using a heavier recorder (which by the way, is just the opposite in respect to the reproducer); but the 6-40 millimeter is a very good thickness, and the one I generally use myself. If you do not possess a millimeter gauge you can proceed as follows: Procure one dozen 33-millimeter glasses, 8 degs., take them one by one, dropping them flatways on an ordinary table, afterward placing them in a row, with the high notes to the right and the low notes to the left, like a xylophone; now take the middle one and fix it up for work. If it does not blast, take the next lower one, and so on until it "jibs" at the high notes. Now we come to the recorder itself. The reproducer has a free lateral motion of  $\frac{1}{8}$  inch, but a recorder has no lateral motion (by lateral I mean horizontal, side to side), but both have a free vertical, or up and down, movement.

Although the recorder must not have sufficient room in the back stay to be able to shake itself like a horse does its head, it must be free to rise and fall. You must look at the back stay and see that the holes are not too large on the joint pin. The best and most simple is one generally adopted in good machines; a plain pin, if the four holes are all reamed at one time, will do.



The trumpet, if you don't want it to say anything while you are recording, must not have a bell if a brass one. The best receiver for an amateur is an eight-inch aluminum horn, with a short rubber connector, which must be sufficiently stout to hold up the horn without assistance, but not rigid. You may then stand a foot from the horn or farther. You can also make a brown paper horn, using a brass horn as a model and starch pasting layers of brown paper until about 6 to 8 layers are put on and allow to dry hard.

Don't expect to get a champion record for a start; but persevere.

Don't use a blank that has been washed off.

# THE BEST IN THE WORLD HOWELL BROS. SOUND BOX

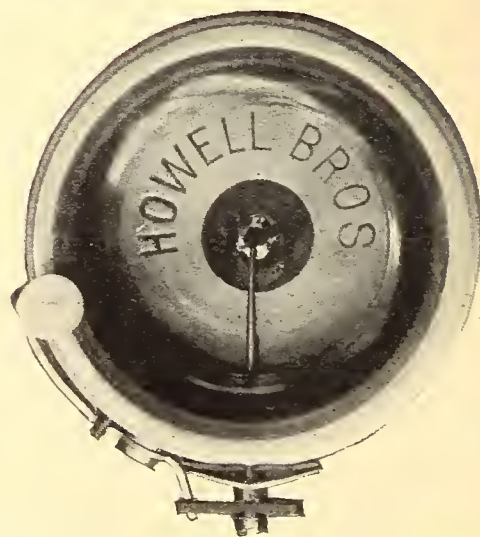
Adapted for Victor Taper Arm and also Direct Horn Machines

Dealer's Price \$1.50

You can afford to pay duty on this and then have a better line than any in the States.

Europe, Asia, Africa and Australia have expressed their satisfaction with our Sound Box and now we want to supply the rest of the World

HOWELL BROS., St. John St., CLERKENWELL, LONDON





## FROM OUR LONDON HEADQUARTERS—(Continued.)

Don't get your brother to sing, "Down Upon the Dead Men," but get your sister to sing "Down at the Old Bull and Bush," or "Walking Out with Angelina."

Try and imagine you are a photographer, and that your sitter or stander is posing for a photo of their voices, and try and arrange them to the best advantage. Don't stop the phonograph as soon as the singer laughs or breaks down, but try and get them to start again as soon as you can, and note the effect on the record. You not only get an amusing record, but you learn a lot by their mistakes. Practice alone gets the best results. Recollect there are "professional organ-grinders."

## WITH THE INVENTORS.

(Special to The Talking Machine World.)

London, England, September 5, 1906.

The following list has been compiled exclusively for the Talking Machine World (69 Basinghall St.) by Cassell & Co. (Godfrey B. Shepherd, registered patent agent, by examination), 90 Chancery Lane, London, E. C., to whom applications and inquiries relating to all patents should be made.

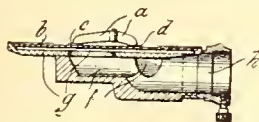
No. 15105, dated July 3, 1906, Paul Breittmayer's "Improvements in and relating to phonographs."

No. 15128, dated July 3, 1906, Charles George Garrard and James Edward Hough's "Improvements in phonographs, graphophones and the like."

No. 15129, dated July 3, 1906, Charles George Garrard and James Edward Hough's "Improvements in phonographs, graphophones and the like."

No. 14130, date of application July 8, 1905, date of acceptance June 7, 1906. W. Michaelis, P. J. Packman, and Neophone Limited's "Attachment for recording, applicable to disc sound reproducing machines."

This invention relates to disc sound reproducing machines and consists in an attachment for enabling the possessors of ordinary disc sound



reproducing machines to utilize their machines for manufacturing records at home according to fancy or desire without any necessity for alteration or reconstruction of the same.

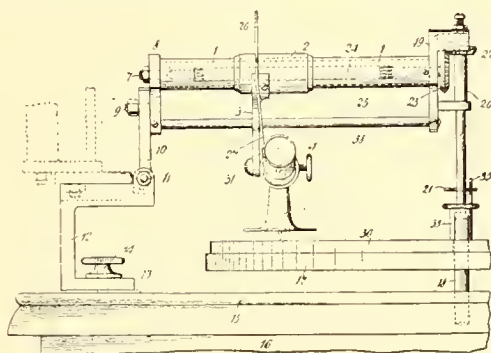
This attachment is of the kind in which the recording point is moved radially across the disc by mechanism, and comprises a carrier 1 supported at one extremity by the pivot pertaining to the turntable, and at the other extremity by means of the ordinary arm supporting the reproducer and trumpet or by means of a separate stand or holder 8. The recording point and trumpet are carried at the extremity of an arm 3 which is capable of adjustment. This arm is caused to travel radially in relation to the turntable by a screw 24 to which rotary motion is imparted by means of bevel gearing 22, the latter being driven by a socket 23 pertaining to the extremity which engages with the centre pivot of the turntable. The carrier is made extensible so as to be readily adjustable to the machine. The arm 3, whereby the recording point and trumpet are carried, may be engaged and disengaged with or from the screw 23 at will by means of a thumb lever 26 operating the transversing screw engaging device (not shown in the drawings).

No. 11688, date of application June 3, 1905, date of acceptance June 2, 1906. J. S. Goodwin's "Improvements in phonographs and the like."

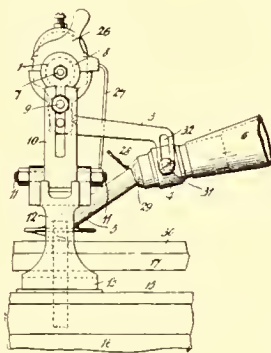
This invention relates to the reproducers and recorders of phonographs and has for its object to amplify the sound whilst making it purer in tone.

As shown, the vibrating glass or other disc *b* is mounted in the receiver frame in the usual

way, but at a slightly greater distance from the base and secured to it is a three-armed style frame *a* having the arms projecting from the style centre and being secured at their outer



ends to the vibrating disc at points *c*, *d* and *e*, above the point of attachment of the arms to the glass disc, air channels *f* cut in the cell lead to a common air tube, the area of the common air tube being approximately equal to the combined area of the three channels. The arms are preferably disposed edgewise in relation to the disc so as to give great strength in the required direction combined with lightness. The arms are not symmetrically arranged, the arm forward of the common air tube being nearer the center than the other two. It has been found most convenient to use three arms, although a greater number may be employed if desired.



No. 17,179. Carl von Unruh. "Improved phonographic plate holder." Dated July 30, 1906.

No. 17,316. Edward Lincoln Aiken. "Improvements in phonographs." Dated Aug. 1, 1906. (Date applied for under Patents Act, 1901, Aug. 3, 1905, being date of application in United States.)

No. 17,767. Edward Charles Robert Marks (American Graphophone Co., United States). "Improvements in and relating to sound records for sound reproducing machines." Dated Aug. 7, 1906.

No. 17,787. Edward Henry William Elliston. "Improvements in or relating to reproducers for gramophones, phonographs and the like instruments." Dated Aug. 8, 1906.

No. 17,993. Peter Weber. "Improvements in phonographs." Dated Aug. 10, 1906. (Date applied for under Patents Act, 1901, September 27, 1905, being date of application in United States.)

No. 19,057. Robert Thorn Haines. John St. Vincent Pletts and Eugene Augustin Lauste. "New or improved method of and means for simultaneously recording and reproducing movements and sounds." Dated Aug. 11, 1906.

No. 18,059. Frederick Myers. "Improvements in or relating to sound reproducing machines." Dated Aug. 11, 1906.

No. 18,506. Thomas Knight Barnard. "Improvements in phonographs and similar sound-reproducing instruments." Dated Aug. 17, 1906.

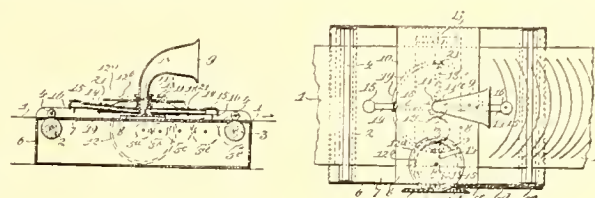
No. 19,026. James William Turvill. "Improvement of gramophone tone arm or anything connected therewith." Dated Aug. 25, 1906.

No. 2,157. Date of application, Jan. 27, 1906; complete patent accepted, July 26, 1906. Oaskar Meester and Leon Gaumont's "Improvements relating to the synchronous operation of combined cinematographs and phonographs."

No. 3,891. Date of application, Feb. 16, 1906; complete patent accepted, July 19, 1906. William Phillips Thompson (Cyrus Crooks Shigley of Michigan, U. S. A.). "Improvements in Magazine Phonographs."

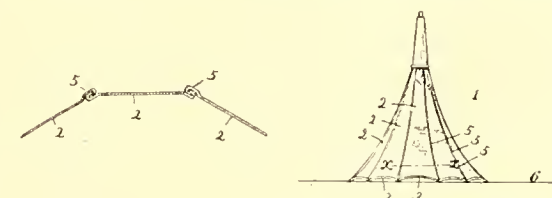
No. 4,825. Date of application, Feb. 27, 1906; complete patent accepted, Aug. 9, 1906. Ferdinand Sengel's "Improvements in the method and apparatus for recording and reproducing

sound." The object of this invention is to record and reproduce sound, or fluctuations of an electric current due to the action of sound waves, by means of a needle connected with a diaphragm and adapted to take part in the vibrations of the latter or to produce such vibrations by being moved in a suitably formed groove, a record being formed on a strip of material of suitable length and width instead of a cylinder or disc, the said strip being, while in use, slowly moved in a longitudinal direction and the needle being simultaneously moved at a more rapid rate in a



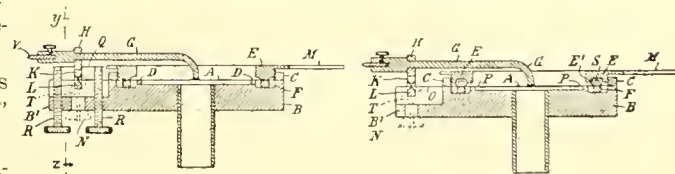
transverse direction. As shown in the drawing, the horn is supported by a bridge above a record strip moved by a spring motor, the stem of the horn being provided with an aperture level with arms (14), provided each with a diaphragm and needle, designed to revolve and travel intermittently on a sector-shaped guideway, so arranged that the needle supported by the arm is only in contact with the record strip when the arm is traveling through the gap between the ends of the guideway (19), the lines on the record taking the form shown, and each "sound arm" reproducing one of the record lines in turn.

No. 14,886. Date of application, July 19, 1905; complete patent accepted, July 19, 1906. Henry Harris Lake (The Tea Tray Company of New Jersey). "Improvements in and relating to horns for sound recording and reproducing instruments." The objects of this invention are to secure greater strength and rigidity at the large



ends of a "Flower horn," whereby the said horns will be better able to maintain their shape and appearance while in transportation and in use, and to this end the sections of the horn are joined together at their longitudinal edges, which overlap, and being doubled together to form ribs which extend at the large end of the horn beyond the centers of the ends of the sections so as to take the weight of the horn when the latter stands upon its large end.

No. 21,661. Date of application, Oct. 24, 1905; complete patent accepted, July 19, 1906. Piotr Lebedzinski's "Improvements relating to sound



boxes for phonographs, telephones and the like." The object of this invention is to enable sound box diaphragms to be "tuned" at any moment whether at rest or while in working order, it being adjusted in either of the two following manners, viz.: first, by stretching the material of the diaphragm in all radial directions without interfering with the stylus lever by means of a clamping ring bearing upon the diaphragm (A) and provided with a lever (M) and, secondly, by adjusting the tension or strain of the stylus lever by means of a spring (Q) and bolts and nuts (N and R), as illustrated in the accompanying sketches. A further feature lies in the manufacture of the diaphragm, which is stiff and inextensible at its middle part, but flexible, extensible and elastic at its edges, for extending the limits within which it may be "tuned."



## REPRODUCTION OF MUSIC BY RECORD MAKERS.

Fuller Details, from Our Milan Correspondent, of the Judgment Just Handed Down by the Tribunal of Milan Whereby Ricordi & Co. Secure Damages for the Illegal Use of Their Publications—Forbidden Henceforth from Using Such Works Without Paying—Ruling One of Great Interest to Talking Machine Men Throughout the World.

(Special to The Talking Machine World.)

Milan, Italy, August 28, 1906.

By a new decision, which was referred to in a message by wire last month, the Italian tribunal has recognized without restriction the principle that the reproduction of music being reserved property, intended to be used for mechanical instruments in general, is not legal without the consent of the author or his representative.

The Tribunal of Cremona had already established this in regard to the reproduction of music on the perforated rolls which are used for all kinds of piano players and player-pianos.

The Tribunal of Milan, by a new judgment just given, has affirmed the same principle as regards the reproduction of music for cylinders, discs or plates applicable to phonographs, gramophones, and in general for all talking machines.

The judge who has given the decision, Advocate Alberici, one of the most learned and intelligent among young lawyers, has made a careful study of the memorials which, in the interests of the firm of G. Ricordi & Co., had been presented by Advocate Campanari, as well as those presented by Advocate Valdata for the firm of Sonzogno, Advocate Auguste Ferrari for the Society of Authors, and Hon. Graffagni, of Genoa, for the French publishers. On the basis of these memorials, and referring to the precedents of Italian and foreign doctrine and jurisprudence, he has compiled a work which is well worthy of study, for it touches all the points of the delicate question.

Taking his stand on the provisions of the Italian law and on the correct application of the Convention of Berne, and especially on the third article of the protocol closing the aforesaid convention, the Tribunal of Milan has decided that the reproduction of music for discs, phonographs or other talking machines constitutes a violation of the author's rights when it is made without his consent or that of his representative.

Consequently the Tribunal has condemned the Gramophone Co. repayment of all damages incurred and to be incurred, to the firm of Ricordi & Co., for the improper reproduction of the works of the first and second period, whether for singing with piano accompaniment, or orchestral accompaniment, or any other form. It has also definitely forbidden the Gramophone Co. to reproduce henceforth portions of musical works belonging to the first period.

It has declared that all the reproductions of portions of works belonging to the second period which have been made up to the present constitute infringement.

In Italy the law considers two periods for the right of publication—one of 40 years, starting from the date of the first publication, in favor

of the author or his representative—a second period of 40 years, during which every one can publish a work, by paying, for the benefit of the author or his representative, a due of 5 per cent. on the price marked on each printed copy.

It has obliged the Gramophone Co. to set out, in the form desired by the law, the number of discs which the company has the intention of making of each work belonging to the second period, with the obligation of paying to the firm of G. Ricordi & Co. the 5 per cent. on the gross price marked for each disc.

It has also condemned "The Inventions" (a firm which sells the discs of the Gramophone Co.) to repayment of the damages toward the firm of G. Ricordi & Co. for the improper sale carried on until now of discs which are the musical property of Ricordi, with the injunction that in case of continuing the sale, the firm would incur the risk of the penalties provided by the law.

It has condemned the Gramophone Co. to the costs of the judgment and of the sentence.

Manufacturers of discs and sellers of same are therefore warned.

It is hoped that the abuse which has existed up to now of appropriating the music of another person, under the pretext that the music mentioned can be freely utilized by virtue solely of the fact that it is reproduced mechanically, will completely cease in Italy.

For all kinds of piano players the question remains definitely settled, for the judgment of Cremona was never appealed against.

For the phonographs, it is expected the judgment of the Tribunal of Milan will be soon confirmed by the Court of Appeal. For mechanical pianos the question will shortly be decided before the Tribunal of Bologna.

If these judges therefore also follow the same order of ideas as the Tribunals of Cremona and Milan, it will be decided that the reproduction of music by mechanical instruments in any form is forbidden in Italy without the consent of the lawful owner.

### UNIQUE MOVE IN PARIS.

Grand Opera Singers Found an Association for the Purpose of Making and Selling Phonograph Records of Their Own Performances.

(Special to The Talking Machine World.)

Paris, France, Sept. 3, 1906.

M. Note, of the Grand Opera, has founded an association of singers and actors for the purpose of making and selling phonograph records of their own performances.

According to the popular tenor, with the exception of three or four great singers, who are paid fabulous prices for singing into a phono-

graph, few opera stars make anything out of the records of their voices. Moreover, many of the records are taken without the knowledge of the singers, and are bad in consequence, because they are not made with the proper attention to acoustics.

"It is only fair to ourselves," says M. Note, "to leave the most perfect possible records of our voices. Moreover a singer who controls the sale of these records lays up for himself a source of revenue which will be welcome when the inevitable day arrives at which his throat refuses to produce the sounds which won him applause. When he can no longer make money out of singing on the stage his voice will still bring the old singer in money if he has a true and perfect reproduction of it at his disposal."

### EDISON ECHOINGS.

A change has been made in the lettering or branding of the Edison phonograph cabinets, the designations, "Edison Gem Phonograph," "Edison Triumph, Standard, Home," etc., being abandoned and the facsimile signature of "Thomas A. Edison," the trade-mark of the National Phonograph Co., substituted. The construction of the machines remains the same. The change was made for the sake of appearance only.

Hereafter Edison jobbers will not be permitted to do a jobbing business at branch stores in other cities excepting on the same conditions as a new jobber.

Frank E. Madison, instead of going to Boston as manager of a branch office of the commercial phonograph, will remain at the New York end in charge of the contract department.

Four well-known Edison jobbers who were found shipping goods to dealers in advance of the specified time, were "jacked up" by the National Phonograph Co. in the following letter from General Sales Manager Wilson: "For not complying with our conditions of sale in regard to the day (27th of the month), and hour (8 a. m.), on which new monthly records could leave their store or possession, we will be compelled to hold up shipment of October records to the following jobbers until such time as will insure their not being delivered to them until September 28, or one day later than the same records can be shipped or leave the store or possession of other jobbers." The names of the offenders appear in the official notice.

Last month the main offices of the National Phonograph Co. at Orange, N. J., were moved into the new administration building, in which they will occupy the first and second floors, going out of the old place, which has been occupied since the phonograph was first manufactured. The new record moulding building will be enclosed in another six weeks. This building is being pushed more rapidly than others, because it is hoped to occupy it before January 1 and thus greatly increase their record making facilities and materially aid in handling shipments.

**WE SOLICIT  
YOUR  
PATRONAGE**



## Edison Headquarters AT OSGOOD'S

**Our Complete and Comprehensive Stock includes**

Edison Phonographs, all styles, Complete Stock of Records, Horns, Black and Gold, all sizes. Flower Horns, new designs, Herzog Cabinets, Disc and Cylinder, Carrying Cases.

**HORN STANDS AND CRANES**

**The Tea Tray Co. and Hawthorne and Sheble Co.'s Products are fully represented**

Our New and Enlarged Quarters enable us to fill orders promptly

**The C. E. OSGOOD CO.** Wholesale Distributors  
744-756 Washington St., BOSTON



## NOTES FROM THE EMERALD ISLE.

Motor Car Tour of Gramophone Co. Through Ireland—Notable Men Hear Twentieth Century Graphophone—Looking Forward For White Record—Edison Sales Very Large.

(Special to The Talking Machine World.)

Belfast, Ireland, Sept. 3, 1906.

The Gramophone Company, of London, have recently organized a motor car tour throughout Ireland. On the front portion of the car there is an excellent life-like representation of "his master's voice"—a fine specimen of a black and white fox terrier (stuffed), and of course the instrument into the trumpet of which that same dog (who has attracted so many pedestrians to the window of Osborne's depot in Belfast) has been vainly listening for the voice of his master for the past two years! Up till now, however, not even a "whisper has yet been conceded" (to borrow from Professor Tyndall) to the listening ear of that canine! The motor car and its occupants (including the dog) have been creating quite a sensation, and the trade results, I understand, have—so far—been most encouraging.

During the past month many thousands of Belfast citizens have been entertained by a "twentieth century sound magnifying Columbia graphophone which T. Edens Osborne equipped with a 56-inch copper trumpet. The latter was projected from the window of his reception room on the fourth floor of the Scottish Provident buildings, and the loud, clear and distinct reproduction of choice selections—vocal and instrumental—has undoubtedly been "the talk of the town" for the past few weeks. While a ball was being given in the new palatial city hall during the recent visit of the Lord Lieutenant of Ireland (Lord Aberdeen) the graphophone rendered a special programme which for four hours (7 till 11 p.m.) attracted an audience of five thousand, a most appreciative, dense, orderly crowd who, even at an hour before midnight, preferred to miss the last tram cars to their respective domiciles rather than leave without hearing all the popular selections so loudly reproduced. I may mention that the records used were genuine Edison, Sterling, Pathe and Columbia.

Mr. Osborne has just received advice of a few samples of the latest phonograph record on the market—the "White" record—having been forwarded to him from London. He and his staff

of assistants anxiously await their arrival. If they are as good as their namesake (J. H. White) their excellence and popularity are assured. The fact that they will be sold at one shilling each, and that they will be longer than the usual standard size will be excellent "sale points." In this connection it may be noted that the Russell Hunting Co. are also making "Sterling" records half an inch longer than standard size, and, by the way, this company are now "booming" Odeon disc records, the superior quality of which is being eulogized by experts, at which no one feels surprised who has enjoyed some of the band selections by H. M. Scots Guards, La Garde Republicaine, H. M. Irish Guards, etc., and the songs of Lloyd Chandos and other well-known artists.

The most popular disc instrument of to-day in the British Isles is, I think, the Gramophone Company's "Junior Monarch," with flower horn. Indeed, it is quite a "triumph," in fact a "gem," for "home" use, and the "standard" by which the value of other disc machines is gauged. (Pardonnez S. V. P. le "jeu de mots"!)

The various talking machine shop windows are now enlivened by displays of instruments equipped with flower horns of every color, and look more attractive than heretofore.

Notwithstanding the general exodus of city folks to the seaside during August the Edison jobber here reports that his sales of talkers for that month were equivalent to the aggregate output of June, July and August, 1905. With such figures before him he naturally anticipates a big winter's trade. His first consignments of Edison "standards" and "homes" will be shipped on the 1st and 15th of September.

## ROSTER OF COLUMBIA JOBBERS.

An Imposing List of Leading Men Now on the Register of the Columbia Co.

The following is a complete and corrected list of jobbers which have been established by Walter L. Eckhardt, manager wholesale department of the Columbia Phonograph Co., General:

W. D. Andrews, Syracuse, N. Y.; Arnold Jewelry & Music Co., Ottumwa, Ia.; J. D. Brenuan & Sons, Columbus, Ga.; George Borgfeldt & Co., New York City, St. Louis, Mo., and Chicago; Bowdoin Square Phono. Co., Boston, Mass.; Ball-Fintze Co., Newark, O.; H. R. Bonfoey, Binghamton, N. Y.; Theodore F. Bentel Co., Pittsburgh, Pa.; A. C. Becken, Cable Company and

Carson, Pirie, Scott & Co., Chicago; J. P. Crotty & Co., Minneapolis, Minn.; Clark-Horrocks Co., Utica, N. Y.; H. B. Claflin Co., New York City; W. A. Dean Co., Sioux City, Ia.; Denholm & McKay Co., Worcester, Mass.; W. C. De Forest & Sons, Sharon, Pa.; Duplex Phonograph Co., Kalamazoo, Mich.; N. D. Estes, Lewistown, Me.; Finch & Hahn, Albany; Finch & Hahn, Schenectady, N. Y.; Finch & Hahn, Troy, N. Y.; L. Fish Furniture Co., Chicago; S. A. Floyd, Harrisburg, Pa.; Charles Girvin & Co., Williamsport, Pa.; Dr. A. M. Gable, Shamokin, Pa.; Hibbard, Spencer, Bartlett & Co., Chicago; A. C. Huff, Bethlehem, Pa.; Kirtland Bros. Co., New York City; O. J. Juuge, Lincoln, Neb.; John S. Lengs Sons & Co., New York City; Lyon Bros., Chicago; M. M. Marrin & Co., Grand Rapids, Mich.; Neal, Clark & Neal, Buffalo, N. Y.; G. W. Newton, Van Wert, O.; Ohio Phonograph Co., Youngstown, O.; O'Neil, James Co., Chicago; P. A. Powers, Buffalo, N. Y.; Pittsburg Phonograph Co. and Powers & Henry, Pittsburg, Pa.; Portland Talking Machine Co., Portland, Me.; Reading Phonograph Co., Reading, Pa.; Rothschild & Co., Chicago; Seavey Bros., Haverhill, Mass.; Robert R. Smallfield, Davenport, Ia.; John M. Smyth Co., Chicago; Spalding & Co., Syracuse, N. Y.; Tiedtke Bros., Toledo, O.; E. H. Towle Co., Waterbury, Conn.; Warner & Settani, Brooklyn, N. Y.; Perry B. Whitsit Co., Columbus, O.; Maurice Wolfer, New York City; The Winchell Co., Boston, Mass.; Otto Young & Co., Chicago.

Next Tuesday, September 18, Walter L. Eckhardt, manager of the Columbia Phonograph Co.'s wholesale department, will personally conduct a bunch of prominent jobbers through the plant of the American Graphophone Co., Bridgeport, Conn. It promises to be an interesting trip, and the jobbers will see how things are done, and what a splendid plant the company have.

The Victor Talking Machine Co.'s two new products, the Victor Victrola and the Victor Auxetophone, are now in the hands of the leading jobbers with gilt-edge trade, as they are the highest priced goods made by the company.

James Landay, of Landay Bros., New York City, expects to go abroad next month for a pleasure trip. He will probably not lose sight of business, as several applications for agencies for the Land-o-phone have been received from the principal continental countries.

Dealers' Trade Price List of **RAPKE LABELS**, to take effect Sept. 15, 1906,

(Superseding all previous Quotations).

SIZE OF LABEL:

**RAPKE LABELS WITH TITLES FOR EDISON RECORDS.**

One each of all selections from No. 2 to 9433 and Grand Opera B1 to B40, \$3.50 per set.  
One each of all American and Grand Opera Sel., as issued during year 1907, \$1.20 per year.  
One each of any monthly list of American selections, 10 cents per month.  
Grand Opera Labels if ordered separate 5 cents per month, set of 10 labels.

Labels with titles for foreign selections as listed in Form 700, sold in separate sets as follows:

British, Chinese, French, German, Italian or Spanish, any set for 25 cents.  
Bohemian, Hebrew, Hungarian, Japanese, Polish, Russian or Swedish, any set for 10 cents.  
Labels for 303 Mexican selections as in Form 700, this set for \$1.30.

SIZE OF NUMBER:

**Rapke Numbers without Titles for Edison Records.**

One each of all selections from No. 2 to 9433 and B1 to B40, .....\$1.75 per set.  
One each of all selections from No. 12000 to 18851 as in Form 700 .....\$1.25 per set.

A limited number of all sets, whether with or without titles, can be had printed on white cardboard. Prices on these cardboard labels are double than quoted in this list.

Any labels or numbers, not specified in this price list, if furnished, will be charged for at the rate of 10 labels for 5 cents. This includes Grand Opera labels, or any other labels or numbers without titles.

When ordering, state plainly, whether LABELS WITH or WITHOUT TITLES are wanted. Terms: CASH WITH ORDER. Delivery: By mail, prepaid to any part of the Globe.

Write at once for Free Samples, etc., Address **VICTOR H. RAPKE**, 1661 SECOND AVENUE, NEW YORK CITY, or any Jobber.  
Creator and Mfr. of Record Labels, Trays, Horn Cranes, Etc.

**RAPKE LABELS FOR COLUMBIA X. P. RECORDS**

With titles, from No. 500 to and including December, 1906...\$5.00 per set.  
With titles, as issued during year 1907..... 1.00 per year.  
Without titles, from No. 500 to and including December, 1906... 1.75 per set.  
If ordered printed on Cardboard, the price is double that quoted.



## THE TELEGRAPHONE A WONDER.

Improvements Recently Made in the Apparatus  
So That Its Success Is Now Assured.

When the telegraphone was publicly exhibited for the first time in this country, *The World*, in its issue of April, 1905, described and illustrated what is spoken of by scientists and practical experts in sound recording and reproduction as one of the wonders of the age. Since then this marvelous invention has been exhibited in the principal cities, and everywhere its operation and results have occasioned interest and enthusiasm. Improvements have been made in the apparatus so that its commercial success is now considered as beyond the question of a doubt, and it is at this stage of development that the telegraphone becomes an article of direct interest to the talking machine trade.

As stated in *The World's* descriptive article referred to above the telegraphone was invented by Valdemar Poulsen, a scientist, of Copenhagen, Denmark, who found that magnetism could be "localized." Previous to this discovery the accepted scientific theory was that magnetism conveyed to a piece of steel, whether a flat surface, like a disc, or a round body, like wire, would spread and permeate the entire metal substance, as ink spreads through blotting paper. Mr. Poulsen immediately applied this principle to the recording and reproduction of sound waves. In other words, he discovered that if the conveying magnet was sufficiently small and delicate it would convey a dot, as it might be termed. In other words, that the magnetization would be localized at the exact place where the magnet was applied and no other, and that if the magnet was moved over the face of a piece of steel or the steel moved before it, it would make a magnetic line therealong. Not only this, but the steel could be varying magnetized at each point along the line by varying the magnetic intensity of the inducing magnet. On these two facts hang all the telegraphone and its claim of revolutionizing the art of sound recording and reproducing. The records are not reproduced with the loudness of the talking machine, but are clear and free from the scratching and hissing sounds peculiar to other voice-producing machines, and deliver every delicate as well as every strenuous intonation of the original speaker.

The commercial evolution of this epoch-making invention has resulted in two styles of telegraphone—the disc and the wire. The former in its manner of operation resembles the talking machine, the disc being rotated in the same way. As this disc, about five inches in diameter, rotates, the magnet and coil, which are held in a carriage, are gradually moved toward the center of the disc by a micrometer screw. The speed of rotation is increased as the magnet approaches the center, so that the disc rotates with a constant linear velocity of one-half meter per second. The discs may be filed away for future use, and many thousands of reproductions may be obtained from the original record. The discs may be sent by mail without injury.

In the other form of the machine, a steel piano wire is wound off one wheel to another between two magnet poles by an electric motor contained at the base of the instrument. Enough wire is carried on the wheels to make a record three-quarters of a mile in length. In this machine three pairs of magnets and coils are used, each pair consisting of two magnets and coils similar to the straight magnets previously described. The magnets are placed horizontally, one on either side of the wire. The sounds are recorded by the middle pair of magnets, the others serving for demagnetism or erasure. As the wire winds off, the magnet carrier travels back and forth, both holding and guiding the wire. In either form it is apparently impossible by wear or use to destroy the record, yet the record may be wiped out on either the disc or wire by passing a more powerful magnet over the surface.

## LATEST AMERICAN RECORDS.

The American Record Co.'s October Bulletin is one of especial interest, and is as follows:

- REGIMENTAL BAND OF THE REPUBLIC.  
031374 Waiting at the Church. Introducing "In the Summer Time."  
031375 Medley—Cheyenne. Introducing "La So-relle."  
031376 A Rare-bit Fiend. A hit of musical eccentricity  
031377 In the Gloaming.....  
AMERICAN SYMPHONY ORCHESTRA.  
031378 The Irish-American—Two-step.  
031379 March from Bocaccio. By Franz von Suppe..  
031380 The Nutmeg Dance.....  
031381 Oh! Eliza, Save a Little for Me.....  
ARTHUR COLLINS, ORCH. ACCOM.  
031382 When a Poor Relation Comes to Town. (Descriptive)  
031383 I Don't Know Where I'm Going, but I'm on My Way.....  
TENOR SOLO BY HENRY BURR, WITH ORCH. ACCOM.  
031384 Love Me and the World Is Mine.....  
BYRON G. HARLAN, ORCH. ACCOM.  
031385 In the Evening by the Moonlight, Dear Louise.  
031386 Grandpa, I'm Going to be a Soldier.....  
BILLY MURRAY, ORCH. ACCOM.  
031387 I Wouldn't Leave My Little Wooden Hut for You  
031388 Rosebud. A sailor march song.....  
STEVE PORTER, ORCH. ACCOM.  
031389 Seaweed. An English topical song.....  
SOLO BY MISS ADA JONES, WITH ORCH. ACCOM.  
031390 Waiting at the Church.....  
SPENCER AND JONES (DESCRIPTIVE).  
031391 Peaches and Cream.....  
FRANK C. STANLEY, ORCH. ACCOM.  
031392 Not Because Your Hair Is Curly.....  
031393 After They Gather the Hay.....  
STEVE PORTER (RECITATION).  
031394 You're Just Like Your Mother, Mandy.....  
ITALIAN SOLOS. BARITONE BY SIG. CESARE ALLESSANDRONI.  
031395 Dio Dell Or (Faust).....  
031396 Cavatina (Trovatore).....  
031397 Monologo di Scarpia (Tosca Puccini).....  
031398 Sortita di Amonasso (Aida-Verdi).....  
031399 Pura Siccome un Angelo (Traviata-Verdi).....  
031400 Barcarola (Gloconda-Ponchielli).....  
031401 Monologo (Rigoletto-Verdi).....  
031402 O Casto fior (Re di Lahore-Massenet).....  
031403 Di Provenza Mare suol (Traviata-Verdi).....  
SPANISH SOLOS. BARITONE, BY SR. A. DE G. ABELLO.  
031404 La Golondrina.....  
031405 Los Besos que te di.....  
031406 Himno Nacional Mexicano.....  
031407 La Perjura.....  
031408 Chin, Chan, Chun.....  
031409 Todo es Silencio.....  
031410 Tus Miradas.....  
031411 Paterneras Sevillanas.....

## SEVEN-INCH LIST.

- REGIMENTAL BAND OF THE REPUBLIC.  
204 Waiting at the Church.....  
AMERICAN SYMPHONY ORCHESTRA.  
205 The Nutmeg Dance.....  
COLLINS AND HARLAN, ORCH. ACCOM.  
206 Susan Kiss Me Good and Hard.....  
BYRON G. HARLAN, ORCH. ACCOM.  
207 Cheer Up, Mary.....  
ARTHUR COLLINS, ORCH. ACCOM.  
208 Abraham Washington Jefferson Lee.....

BILLY MURRAY, ORCH. ACCOM.

209 Not Because Your Hair Is Curly.....

SOLO BY MISS ADA JONES, WITH ORCH. ACCOM.

210 Waiting at the Church.....

## SOME NEEDLEPOINTS.

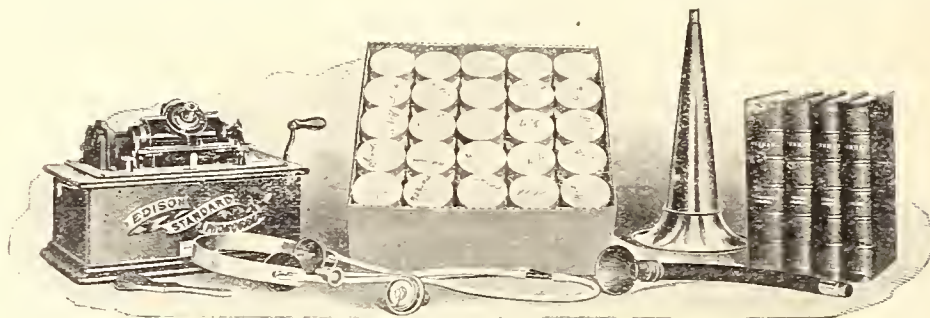
H. S. Berliner, son of the widely-known inventor, Emil Berliner, of Washington, D. C., was in New York Tuesday en route to the national capital, where he will stay for several months, carrying on some important experiments in sound reproduction and other talking machine improvements. Mr. Berliner is secretary of the Berliner Gramophone Co., Canada, Ltd., of Montreal, and has a number of influential inventions to his credit. Siegfried Sanders, with the same company, sailed September 10 for Calcutta, India, to set up a pressing plant for the Gramophone & Typewriters, Ltd., of London, Eng.

The Universal Talking Machine Manufacturing Co. are getting ready a special bulletin of operatic records that will be announced next month. Bonci, the great European tenor, who will be heard in opera in this country for the first time this season, at Hammerstein's Manhattan Theater, New York, has made a number of splendid records for the Universal Co. J. Wagner is making his first trip for the company.

A large shipment of Searchlight horns have been shipped by the Douglas Phonograph Co., New York, to Bangkok, Siam, and to Australia. The Douglas Co. are also in receipt of a new line of needles from the factory in Germany, and for which they are the exclusive agents for the United States and Canada. Their needle business has grown to remarkable proportions.

The C. E. Osgood Co., of Boston, Mass., have elsewhere an announcement of interest to talking machine men, particularly those doing business throughout the New England territory. They carry a very full line of machines and supplies.

The J. F. Schmelzer & Sons' Arms Co., Kansas City, Mo., have recently remodeled their talking machine department, and now have seven individual demonstrating rooms.



## What IS the I. C. S. Language Outfit?

The I. C. S. Language Outfit consists of an Edison Standard Phonograph with I. C. S. repeating attachment, recorder, special head-band hearing tubes with patent sound modifier, 14-inch brass horn, brush, 25 conversational gold-mould records, and four textbooks for the study of French, German or Spanish. The records and textbooks may be sold separately to those who already have a cylinder phonograph. This outfit forms the most perfect language teacher in the world, and enables the student to speak the foreign language as the natives speak it, with a pronunciation guaranteed to be absolutely correct. The I. C. S. system is indorsed by the French, German and Spanish embassies and all the leading educators. FOR YOU it is a proposition that will appeal not only to new trade, and to people who would not invest in a phonograph for amusement purposes, but to every phonograph owner in your section as well, who will be only too glad to find a profitable as well as a pleasurable use for their phonograph. Past experience has proven that it will increase your business. For proof ask the dealer who has tried it. Write to-day for particulars and prices.

## I.C.S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH

## International Correspondence Schools

Box 918, SCRANTON, PA.



100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

**EDISON**PHONOGRAPHS  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES**Douglas Phonograph Company**

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

**VICTOR.**TALKING MACHINES  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
DISC MACHINES

## Our Increased Facilities

Enable us to carry a larger stock than ever.

One Quarter Million Edison Records always on hand.

The largest stock of Cabinets, Horns, Supplies, etc., in the United States.

A larger  
stock  
means  
more sales

We urge  
dealers to  
follow our  
example



You can't  
sell what  
you do not  
have

Display  
a few  
cabinets.  
Your  
customers  
will do  
the rest

The most comprehensive stock of Record Cabinets in the world.  
Our display unequaled. Visit our salesroom and be convinced.

*We have the utmost confidence that the prediction  
for a large fall business will be verified. :: :: ::*

If you want the BEST needles made, send for samples.  
10 styles for different purposes, one grade only---the BEST.



## TIMELY TALKS ON TIMELY TOPICS.

In the course of an interesting letter by Henry J. Hagen, assistant manager of the recording laboratory of the Universal Talking Machine Manufacturing Co., New York, from Buenos Ayres, S. A., under date of July 15, he says: "Buenos Ayres is one of the greatest commercial cities of the Western Hemisphere, and for beautiful streets and parks it compares favorably with the great cities of Europe. As to the talking machine end it is simply surprising the great number of high class records sold here, comparing favorably with New York. Price does not cut much ice, providing the goods are right. There is a good demand for fine cabinets and record cases. This is a great music-loving country, and the people know an artist when they hear one. One of the large houses here is selling Patti records for \$25 paper, which is equivalent to \$11 American. I sail for Genoa tomorrow on the steamship Umbria, and expect to arrive there about August 11." It will be remembered that Mr. Hagen and E. Long, manager of the Universal Co.'s export department, are in Italy recording "masters" from the leading singers and musical organizations.

The multiplicity and variety of records keep growing. Eventually every known tongue will be adequately represented. The Chinese list is increasing rapidly, and when George K. Cheney was in China for the Victor Talking Machine Co., Camden, N. J., he secured a large number of excellent "masters" of the leading dialects, and up to the end of April the company received orders for 64,000. An importer in Shanghai, writing Mr. Cheney says: "We are satisfied with your work; in fact, delighted, and it is not necessary to wait for samples and order from them. We want records, and if we could we would yell it out fifty times, proper fashion. We

find it hard to sit down and wait when orders are flocking in." That sounds quite American as a "hurry-up call" for goods.

Another example of this fact is the recent importation of Norwegian records direct from Christiania, by Andrew Olsen, an Edison dealer of Brooklyn, N. Y., who expects a large business with them when he gets sufficient stock. Speaking of his new line, Mr. Olsen said to The World last week: "As yet my stock of Norwegian records is too small, and they are rather expensive, because I must pay duty. My intention is to import the 'masters' and have the records manufactured here, which will enable me to give the jobber sufficient margin to sell to dealers. You know we have some of the best voices in Norway, artists who will never come here. Then another thing, there are about a million Norwegians in this country—actually half as many as still live in entire Norway. There is a big colony right here in Brooklyn, but the great bulk are in the West and Northwest. They are admirers of everything musical, and while the manufacturers here have a few Norwegian records, their quality and purity of tone do not approach these original productions, of which we have several hundred selections of all kinds—serious and sacred music, operatic numbers, popular songs and 'talkers.' Yes; it seems to be an excellent opening for these records, not only with Norwegians, but people of all nationalities who are interested in talking machine art, and make collections of every kind of record. They come in cylinder form only."

A silk operator of Paterson, N. J., is reported to be completing an entirely new talking machine—on different lines from the familiar mod-

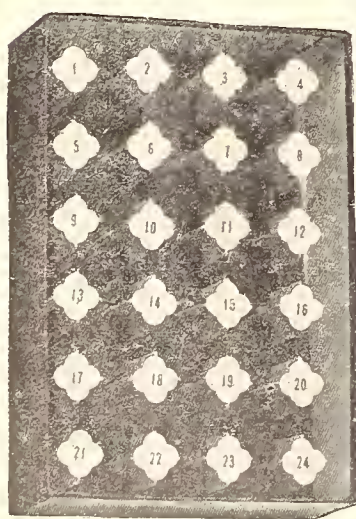
els of the day—and records of special form and material. The invention has been shown to a few personal friends only, but to no one in the trade, the story runs. The party is so elated over his seeming success that he is piling up wealth (in his mind, of course) so rapidly that the purchase of a steam yacht and a trip to Europe has been decided upon. Should this sanguine inventor wake up suddenly his disappointment might be rather keen, to express it mildly.

A well-known publisher of music who has turned his attention to the talking machine proposition, declares that 60 per cent. of the music published in the next five years—possibly in half that time, he ventures to assert—would be played on mechanical instruments. With a firm belief in the correctness of his prediction he thinks there is a wonderful future in store for the talking machine business. That appears to be an opinion shared by others of prominence and having special information of what is going on behind the scenes. Improvements of a startling nature are enthusiastically discussed, and as they speak by authority the trade may rest assured their talk is something more than undiluted "hot air."

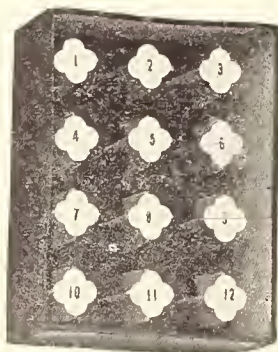
"Dubbing," as the unauthorized duplication of records is termed, may not be practiced openly, but it is a species of robbery that should be "more honored in the breach than the observance." As The World has previously taken pains to make clear, that parties in this line of business know they are appropriating other people's property which has, in many instances, cost the rightful owners large sums of money. To be sure, the only court case dealing with "dubbing" does not go far enough in its restraining provisions. The decision enjoined the duplication of records in which the factory or laboratory number was reproduced. Of course, that can be easily avoided, but it does seem that this questionable business, to give it a mild term of

# LYNN CARRYING CASES AND PEG BOXES

## The "Lynn" Record Holder FITS THE RECORD



No. 66.



No. 6.

Made of heavy paper board and covered in imitation of black leather. They are strong and compact, with each standard bearing a boldly printed number, which corresponds with index on front of box. The constantly increasing demand for which testifies to their popularity with the trade.

1 dozen size, No. 6; 2 dozen size, No. 66. With felt cushion and each wrapped in manila paper. 1 dozen size, No. B; 2 dozen size, No. BB. Similar to No. 6 and No. 66, but without felt or wrapper.

## OUR PATENTED STANDARD

permits placing a greater number of records in a given space, with less liability of breakage than any other method.

Write for Quotations

## If you want the Best YOU WANT THE "LYNN"



CASES.

2 dozen, 4x6; 3 dozen, 6x6; 3 dozen, 4x9; 4 dozen, 6x8; 6 dozen double, 6x6; 6 dozen double, 4x9.

MANUFACTURED BY

**BOSTON CYCLE & SUNDRY COMPANY**

J. M. LINSOTT, Manager

48 Hanover Street, BOSTON, MASS.



deprecation, could be totally suppressed under the plea of unfair competition, a doctrine which courts of equity have invariably sustained as just and proper. Further, it makes precious little difference in the nature of the offense committed where the "dubs" are sold."

Bandmaster Sousa is still persistent in his abuse of the talking machine, his latest diatribe in Appleton's Magazine, which appears on another page of The World, being absurd, ridiculous and false. John Philip is an impulsive proposition, but caustic criticism devoid of truth has never helped a cause yet, no matter how deserving. Since Mr. Sousa first aired his grievance against the talking machine in the hearings on the proposed revision of the copyright laws before the joint patent committee of the Senate and House in June, in which he declared this wonderful invention was detrimental to voice culture and the sale of musical instruments, the newspapers of the country have commented upon his assertions either sarcastically, in great good humor or according to their intelligence. No one questions Mr. Sousa's pre-eminent position in the musical world, but his averments in the above connection are merely statements, incapable of proof. On the contrary, wherever the talking machine has been introduced the interest in everything musical has increased perceptibly. The beautiful records of the highest cultivated voices in the world have been more than a stimulus. Singing has improved through their influence and the sale of music augmented. That such instruments as the violin, guitar, mandolin, banjo, etc., are falling into innocuous desuetude, Mr. Sousa may learn a few facts to the contrary from the primary handlers of these goods, who have stated, from their own experience, that the talking machine has materially improved their business in these lines. It is useless, as well as profitless, to argue the matter further, when the preponderance of evidence is against the silly asseverations of the world-renowned bandmaster. Should the copyright bill become a law, and record manufacturers be required thereby to pay royalty, then a remarkable change may be expected in the attitude of the famous march composer toward the trade and its products.

Now and then some writer for the daily newspapers will point out how fortunes can be made in desired inventions. This stuff usually emanates from Washington, D. C., and the latest advice on this score follows: "A device that will entirely obliterate the grating mechanical sounds of the talking machine will find a dozen bidders with certified checks waiting to purchase it." This must be so, else this oracle would not have inflicted his wisdom on a suffering world, and inducing inventors to hustle for the golden goal.

It will be remembered that the congratulatory speech to Thomas A. Edison engraved on the solid gold, standard size record, which was pre-

sented by the Edison jobbers last July, was written by William Homan, well-known in Masonic circles, being a thirty-third degree man. At a birthday anniversary reception given by Mr. Homan to a member of his family on August 20, a phonograph was a part of the evening's pleasures, and in describing its performance a guest writes as follows: "Nearly all present were contributors to the evening's entertainment, and the 'gold record' speech of the host was applauded as it rang out clear and firm from the 'mouthpiece' of the twentieth century wonder, the Edison phonograph." This incident calls to mind that in connection with the duplication in the regular material of the gold record, of which each person present at the Edison entertainment was given one with the compliments of the National Co., a trade demand followed at once. That is to say, jobbers in making up their list of selections, ordered the "gold record" also, stating a call was made for it by the dealers. Of course, these orders were not filled, as this record was not intended for public sale, and only for private circulation as a souvenir of a momentous occasion.

A few weeks back Judge Lowell, United States Circuit Court, Boston, Mass., held that a treaty cannot take away the rights of an American citizen in an American patent. In a case in which this decision was rendered the defendants set up the expiration of the British patents which, under a statute, retired the American patents. The complainants contended that an amendment to the treaty between the United States and Great Britain, proclaimed by the President August 5, 1902, nullified this provision, and they were sustained by the court. The point raised is a new one, and has a bearing upon a number of talking machine patents now in litigation.

Once again an effort will be made to have the record manufacturers establish an exchange system. After a long trial the plan was abandoned, chiefly on account of the sharp practices of the dealers, who shipped any old thing any old way, and expected full credit. Other exasperating drawbacks ensued, so that when the scheme was thrown incontinently overboard, the soft answer that turneth away wrath was not on the spot, and therefore it is doubtful whether a revival of this convenient form of disposing of "dead ones" can be accomplished.

Effective missionary work was done quietly at the gathering of the Edison clans in July to have jobbers, as yet not having declared themselves, become interested in the jobbers' association. Many pledges were given of a willingness to come into the fold, and consequently the next meeting may witness an entire change of policy.

F. Ensign Ogden, who was for a long time head of the credit department of the retail branch of the Columbia Phonograph Co., at 872 Broadway, and for the past six months has had charge of their store in New Haven, Conn., has

been voted as one of the five most popular young men in that city, receiving as a reward a free trip to Nova Scotia, offered by the New Haven Register. He left for his excursion last Monday, and will be absent about two weeks. Taking into consideration the short time which he has resided in this city, the fact of his selection speaks louder than words for his ability to win friends, and incidentally customers for the company that he represents.

The talking machine is credited with wonderful things, but until now we had not known of its wonderful powers in the piscatorial domain. The following despatch, however, from Brookfield, Mass., is interesting in this connection:

"Charmed by the sweet notes of 'Keep on the Sunnyside,' played by a graphophone on Lake Quacumquaist, a big pickerel jumped into the horn of the machine. The fish is on exhibition at present in M. J. Donahue's Central street store. The pickerel weighs 35 pounds and is 15 inches long."

In view of the foregoing, it is clear that fishermen would do well to take along with them on their "outing" a talking machine and some records. A variety of the latter would, of course, be necessary, for fish, like human beings, have varied tastes, and instead of jumping into the horn they may be tempted to jump on the man who might play rag time for instance.

### A HANDSOME PHILADELPHIA STORE.

(Special to The Talking Machine World.)

Philadelphia, Pa., September 11, 1906

One of the handsomest talking machine stores not only in this city but in the East, is that of the Musical Echo Co., at 1217 Chestnut street, this city. In fitting up their new quarters the company have expended nearly \$20,000. A very excellent view of the Chestnut street front of



their salesrooms appears herewith. The Saturday classical concerts, which are a feature of this establishment, are attracting a most fashionable class of Philadelphians, and the aristocratic furnishings of the rooms appeal to those aesthetically inclined.



## A Record Rack That Stands High in Favor— "2-C."



OUR "2-C" Record Rack is needed in departments carrying a wide variety of Disc Records. While it is only 39 x 42 inches in size, it will hold upwards of 800 Records, and by placing these in numerical order you can save a heap of time in selling as well as in stock-keeping.

Made of heavy, strong wire, plated and lacquered, attractive in appearance and practical. Holds records from 7 to 11 inches in size, is smoothly finished and will not damage records in inserting or withdrawing. \$8.00—less than 1 cent a record for space used.

**SYRACUSE WIRE WORKS,** 315 EAST WATER ST., SYRACUSE, N. Y.



## NEW VICTOR SPECIALTIES.

The Victor Victrola, the Latest Victor Machine, Has No Horn—Will Retail for \$200—The Victor Auxetophone Being Exhibited.

The Victor Victrola, which the Victor Talking Machine Co., Camden, N. J., have now ready for the trade of this country, is a combination of machine and record cabinet, minus the horn. Every mechanical part is concealed when not in actual use. The sound-box is attached to the tone arm in connection with the regulation turn-table, and is placed in the upper compartment of the cabinet, inclosed with a lid. As the descriptive circular to the public says: "There is no horn, the instrument is complete in itself. \* \* \* Open the doors of the cabinet and the melody pours forth. We have simply reversed the ordinary position. We lead the sound down from the sound box above the record through the sound tubes to a mahogany horn below rather than the horn above, and modify the volume by closing and opening, more or less, these doors. When the lid is closed down it shuts all sound of operation. The mechanical parts are a winding attachment, lid brace, tapering arm with sound box, speed regulating device, brake and knob gold-plated. The dimensions are: Height, 4 feet; width, 20 inches; depth, 22 inches. The Victor Co. speak of the Victor Victrola as "a musically artistic surprise," and the cost of which is \$200.

Another addition to the Victor line, and which is now being shipped to leading jobbers is the Victor auxetophone, which was first publicly exhibited at the annual conventions of the Piano Manufacturers and Dealers in Washington, D. C., in May. It is electrically controlled, and its adjustment is specific as to current, voltage, etc. The auxetophone is a machine noted for its tremendous volume of sound. The price is \$500.

## DOUGLAS PHONOGRAPH CO. BRING SUIT.

(Special to The Talking Machine World.)

Trenton, N. J., Aug. 31, 1906.

The Douglas Phonograph Co., of New York City, have begun suit in the United States Circuit Court here for \$100,000 against the Victor Talking Machine Co., of Camden, on contract. The New York firm say the Camden concern broke a contract to sell supplies to the

suit growing out of the company's refusal to sign the contract of the Victor Co. that went into effect July 1 unless modifications were made.

## TALKING MACHINE CASES IN COURT.

New York Phonograph Co. Up Against It Again—Duplex Record Suit Argued.

Another move was made in that now celebrated case of the New York Phonograph Co. against the National Phonograph Co., August 30, before Judge Jaycox in the Supreme Court, department 2, in Brooklyn, N. Y. Counsellor Hyman argued a motion for the complainants to have a commissioner appointed to examine the defendants, and to restrain 250 jobbers and dealers in the State of New York from handling Edison goods. The court reserved decision, but on September 10 Judge Jaycox denied the motion, in a brief memorandum, giving the complainants the privilege of renewing it if the proper procedure were followed.

Practically the same issues were thrashed out before Justice Keogh, in another branch of the court in June, when an application for an injunction, pending trial, was denied. On the motion calendar of the United States Circuit Court, Judge Lacombe sitting, among the adjourned cases was that of the New York Phonograph Co. against the National Phonograph Co. The latter company, on inquiry by The Review, stated they knew nothing whatever of the matter.

## DUPLEX RECORD ARGUED.

The suit of A. S. Petit against the American Graphophone Co. on the duplex record patent, which was called August 30 on the adjourned cases of the motion calendar of the United States Circuit Court, New York, was adjourned to September 13, when argument was heard decision being reserved.

Leon F. Douglass, vice-president of the Victor Talking Machine Co., Camden, N. J., who has been at Atlantic City, N. J., for the entire summer, with his family, has gone to California, where he will probably remain presumably on account of his health. Elbridge R. Johnson, president of the company, who has been abroad for several months, is expected back about October 1, possibly sooner.

T. P. Clancey, manager of the talking machine department of the Conroy Co., St. Louis, Mo., is

spoken of by the traveling men as one of the cracks of the business.

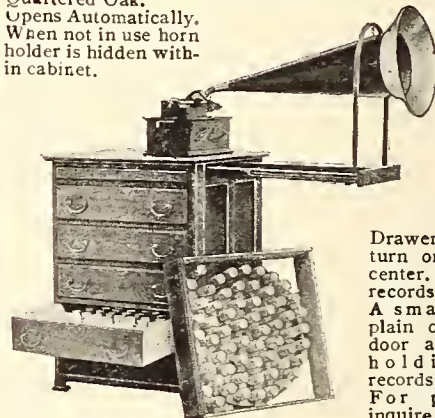
Thomas C. Hough, who jobs the Edison and Zonophone lines, with stores in Minneapolis and St. Paul, Minn., describes himself as the "automobile talking machine man." His goods are always delivered by a model motor car, in which he has traveled over the State and adjoining territory, drumming up business. Being a jovial party, of unusual physique, he makes friends and takes orders with neatness and dispatch.

S. A. Marks, who manages the talking machine department of John A. Smyth, the great mail order house of Chicago, sells a few million records in the course of a year.

## New Phonograph Record Cabinet

WITH EXTENSIBLE HORN HOLDER (Patented)

Quartered Oak.  
Opens Automatically.  
When not in use horn  
holder is hidden with-  
in cabinet.



Drawer bottoms  
turn on pivot in  
center. Holds 305  
records.  
A smaller one,  
plain oak with  
door and slides  
holding 180  
records also made.  
For particulars  
inquire of

SYRACUSE CABINET CO.  
SYRACUSE, N. Y.



## The House of York

Is not only noted for the  
manufacture of

The Best Band Instruments

on earth, but for the publica-  
tion of some of the

Best Band and Orchestra Music

in the market. The pieces named below are published for both Band and Orchestra; we shall be pleased to send you our complete catalogue, price-list and sample parts on request.

Remembrance March, Walter Lewis; Mazie Waltzes, Ellis Brooks; The Morton March, Ellis Brooks; The Minstrel King March, Jos. Norton; Little Nugget Overture, Geo. D. Barnard; The Emblem, Solo for Trombone, Baritone or Cornet, Ellis Brooks; Golden Leaf, Solo for Trombone, Baritone or Cornet, Geo. D. Barnard. And many others besides. Remember the address,

J. W. YORK & SONS  
GRAND RAPIDS, MICH.

## STEWART

You can handle  
banjos easily  
and add to your  
income. Talk-  
ing machine men will find them big sellers.



THE BAUER CO., 1410 North Sixth Street,  
Philadelphia, Pa.

"Phonographische  
Industrie"

GERMAN TALKING  
MACHINE MONTHLY

Ask for a free sample copy

Charles Robinson  
Editor and Prop.

Berlin = = = Germany  
Breite Strass 5

## Notice to the Trade!

A chance to make good money—3,000 Records (viz: Gramophone 7 inch Disc). Subjects by the late Joseph Jefferson, "Rip Van Winkle's Reverie," "Toast," etc. A set of other famous voices, including Chauncey M. Depew's "Dedication of the Statue of Liberty."

INVALUABLE AS SOUVENIR! SOLD ON SIGHT.

To the trade only at 10 cents per record; former price, \$2.00 each.

H. Hardesty 173 Greenwich St., Near Cortlandt

Tel. 1412 Cort.

THE NEW  
Imperial Records

RECORDED IN EUROPE

Are Meeting With  
Marked Success \$1.00 and \$1.50 Each

SEND TO-DAY FOR CATALOGUE

LEEDS & CATLIN COMPANY

New York



## PRACTICAL SUGGESTIONS AND COMMENTS.

## RECORDS OF PIANO MUSIC.

D. S. Miller, of Mexico City, Mexico, writes The World to know if he cannot secure some good records of piano solos by well-known artists. As far as we know none of the companies has listed piano solos. There have been a number of inquiries for them, but it is not an easy matter to control the over tones in piano playing and to get a real effective record. Experiments in this field are being made by several companies, but the results thus far are not sufficiently satisfactory to permit the records being listed. In time, however, we feel confident that the wonderful skill of our acousticians and laboratory experts will insure a perfect record of a piano solo. The wonderful advance made in the perfection of talking machine records during the past ten years leads us to this conclusion.

## REVOLVING RECORD RACK.

A gentleman in a Northwestern city, who has just made his debut as a talking machine dealer, writes to know if there is a revolving cylinder record rack on the market. We may say that a very excellent rack of this character is made by the Syracuse Wire Works, of Syracuse, N. Y. It will hold a thousand cylinder records, and can be easily moved. It occupies but little space, being only 33 inches square. It hangs on ball-bearing cones, and can be easily turned so as to show and secure any key number instantly. It is compact, cleanly and convenient, and will be found most valuable where wall space is not plentiful. It is now in use by all the progressive talking machine dealers.

## RECORDING THROUGH THE TELEPHONE.

Hine Smith, of Sparta, Mich., in a communication to the "New Phonogram," says that records can be made by the aid of a telephone. His plan of operation is as follows: First, get your machine ready as usual; then get a rubber the

same as used for horn connections, about one inch in length, and put it on your machine instead of a horn. Take the telephone receiver, place it against the end of the rubber on the machine so that the rubber covers the hole in the receiver. Then start your phonograph and begin to sing or play close to the transmitter of the telephone. If your telephone is in good condition you can make a good loud record without the blasting sounds.

## A SCRATCHLESS RECORD.

A practical record maker has been making a number of experiments on substances that would produce a record that was practically scratchless, and has so far succeeded that he has a formula that has produced a record that contains absolutely no grit or clay on its surface. It is made of two compositions, the first being used as a backing, and is far less liable to warp than the present record. The surface has for its body a finely pulverized soapstone mixed with shellac and other ingredients to give it the requisite hardness. The claims for the new composition are that it will not wear out the needles, it will not scratch and that it will produce a better sounding record, particularly for soprano voices. It will wear as well as the composition now in use, and costs practically the same. He has also found that a combination of fuller's earth and graphite will produce a scratchless record, but not as durable as the other, although somewhat cheaper. He said to The World: "It is the record and not the needle that scratches. The grit in the present record acts like emery on the needle, and if a record that has been used a few times is examined under a strong magnifying glass, the interior of the grooves will show a very perceptible roughness, which increases with use. My formula is not patented, and any of the record makers who wish to experiment with it are at liberty to do so, as I am anxious, from a profes-

sional standpoint, to see a perfect record put on the market. Roughly speaking, the formula is as follows: Pipe clay and precipitate of chalk, equal parts; soapstone, equal in bulk to the two. The usual shellac formula. The pipe clay should be the finest obtainable. The records I have made by this formula have been perfect so far as reproductive qualities are concerned."

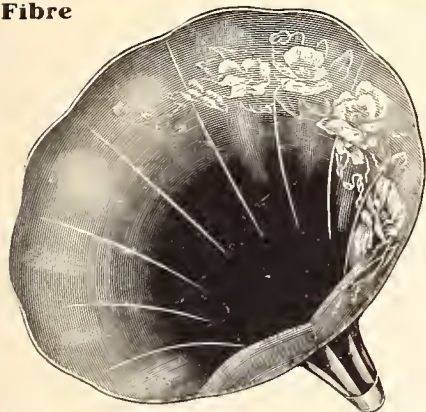
## MAKING EDISON RECORDS LONGER.

A correspondent of the "New Phonogram" asks why the Edison records are not made a half-inch longer so as to play one more verse and has been answered by the editor of that interesting publication as follows: "If records could be made of a material that would not expand or contract with the changes in the temperature, and they could all be made with precisely the same bore, then it might be possible to make them a half-inch longer. Even then it would be necessary to scrap special machinery, etc., worth hundreds of thousands of dollars, and spend an equal or larger amount in new machinery. Up to the present time we have not been able to find a record-making composition that is not affected by the temperature, nor can we yet make records that will not vary slightly in the diameter of the bore. The extra space that to the uninitiated seems so available for more verses is, therefore, absolutely necessary to allow for temperature changes and variation in the bore. The blank space at each end of a record, which numerous correspondents have thought could be utilized for additional words or music, is also a manufacturing necessity."

## SUBSTITUTE FOR BRUSHING RECORDS.

Hanson E. Hall writes as follows to the same publication concerning a substitute for brushing each record before using. He says: "I selected one of the boxes in which the cotton was very soft, and one into which the records would slip easily. As I take the record from the cabinet to play it, I slip the same into the cotton lined box and immediately draw it out again to place on the mandrel. The effect is that all dust or dirt has been removed from the face of the rec-

Fibre



## A Distinctive Product for a Discriminating Trade

## THE DECORATED FLOWER "MEGA"

Designation.	Length.	Bell.
Junior Flower Decorated.....	26 in.	16½ in.
Senior Flower Decorated.....	32 in.	23 in.
Senior Victor Flower Decorated	26½	23 in.

Colors.	Studies.
Deep Carmine;	Spray of poppies.
Deep Royal Blue;	Spray of roses.
Deep Violet;	Spray of pansies.
Ivory Black;	Spray of chrysanthemums
(Black in Senior types only.)	

Exquisite Hand-Painted Flower Studies. Each Horn a Perfect Picture. A Product Made to Please the Critic. Rich, Permanent Colors. Oven Baked, Glace Finish. Gold Neck. Gold Edge. Gold Stripes.

## THE REGULAR FLOWER "MEGA"

Designation.	Length.	Bell.
Junior Flower "Mega".....	26 in.	16½ in.
Senior Flower "Mega".....	32 in.	23 in.
Senior Victor Flower "Mega"...	26½	23 in.

	Colors.	
Crimson.	Magenta.	Violet.
Royal Blue.	Old Rose.	.
Blended inside and outside; green neck; gold edge; gold stripes.		

## The Most Natural Flower Horn on the Market To-day

Rich Permanent Colors. Oven Baked Glace Finish.  
All "Megs" shipped in individual bags ready for retail sale. All "Mega" lists restricted.  
Have You Ever Compared the Results of Metal with Fibre?

**YOU OWE THIS TEST TO YOUR OWN POCKET.**—The "Mega" helps sell records. The "Mega" will help keep your customers interested longer by giving them the best possible results. It's worth your while to find out.

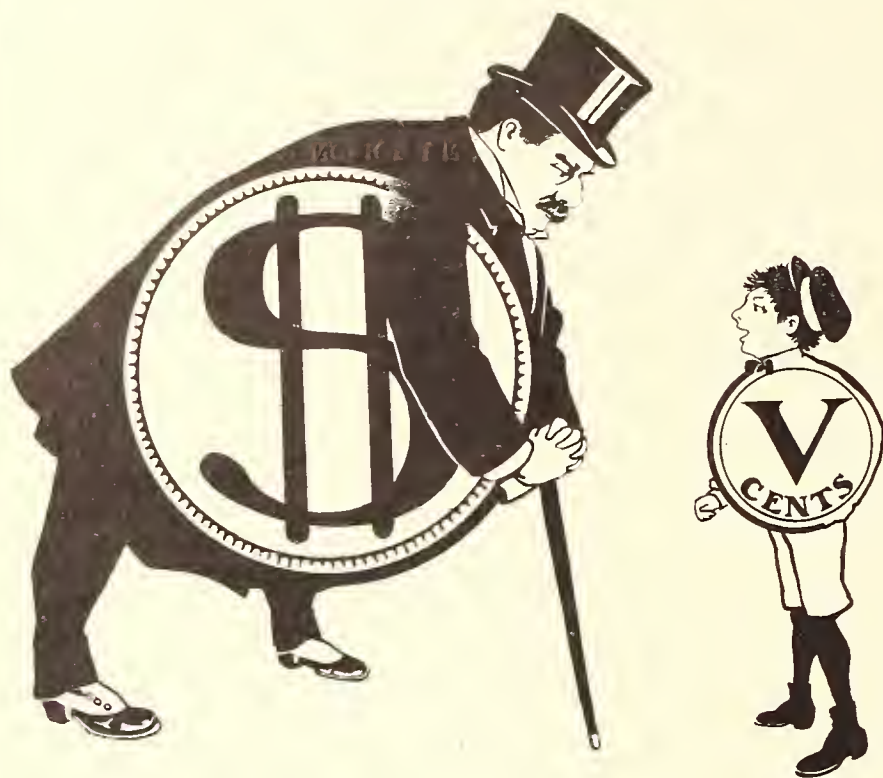


If your Jobber cannot supply you write us direct.

A Type and Price for Every Requirement.

**E. A. & A. G. SCHOETTEL, Makers, Broad Street, Maspeth, Queens County, New York**





## Nickels grow to dollars.

Do you know how much nickels that keep on growing amount to? Perhaps you do.

But do you know how easily people will put nickels into a slot to hear good music like that of the

## Regal Automatic Piano

and what a goodly sum those nickels amount to in a week? Perhaps you do.

But here's another point. It isn't only what the Regal Player *takes* in; but what it *brings* in — The extra nickels, dimes and dollars that people are sure to spend while they stay in the place to listen to the music. That's what counts.

Do you know the value of the Regal Agency to you?

Have you thought the subject over?

The Agency for the Regal will make you good money. You can easily handle Players with Talking Machines.

If not, it would pay you to think of it right now.

Many wise men are making money by having the Regal Automatic Piano to take in and bring in money for them every day. We believe if you knew how much profit there is in it, you would want one too.

### Genuine.

It is a genuine piano-player; gives the finest kind of music, loud or soft; every selection you want—popular or classic. Requires no attention; looks after itself, so to speak. Runs by pneumatic power, pumped by a small electric motor, which we supply to suit every kind of electric current.

### The very best.

It is the most musical, simplest, strongest, longest-wearing, and in every way the most satisfactory and profitable instrument ever made for supplying music to the music-loving public.

And it is a beautiful ornament anywhere you put it, and it blends perfectly with the talking machine business.

Why not make some money out of it yourself by selling it?



The Regal Player

# The Regal Piano and Player Company

890 Southern Boulevard

NEW YORK, N. Y.



ord, which is then perfectly clean. The method is very simple and the very best effect attained. I have used the same box at least three weeks, and it is just as good as when I commenced to use it, so that one box will last a long time before the cotton will wear off, and the records will be kept very clean."

#### INQUIRIES ABOUT COLLAPSIBLE HORNS.

A newcomer in a Western city in forwarding his subscription to *The World*, which, by the way, he highly compliments after investigating his first copy, inquires about a collapsible horn, and says: "In traveling the most inconvenient adjunct of the talking machine is the horn, particularly when so many people nowadays take both machines and horns to the country. Of course the horn should be really collapsible, and should firmly lock when opened up. Is one now being made, and by whom?"

In answer to our friend we may say that the New Jersey Sheet Metal Co., of Newark, N. J., are now placing on the market a collapsible horn, which is very highly praised. It occupies but very little space in the case, and can be locked for use or unlocked in a short space of time. It does not interfere with the transmission of sound waves, as the interior of the horn is absolutely smooth. An illustration of the horn appears elsewhere in this paper, and we suggest writing the company for further details.

#### WALTER H. MILLER THANKED

By the Committee of Talking Machine Men for His Skill in Turning Out the Pure Gold Record Presented Thomas A. Edison—Mr. Miller, However, Gives Credit to Mr. Wurth.

That the making or casting of the solid gold record presented Thomas A. Edison by the jobbers of the United States and Canada was no small undertaking everybody familiar with the facts knows. It was the first record of its kind ever moulded in the history of the business, and the work required skilful and delicate handling from the beginning to the completion. The greater credit for this unique production has been awarded Walter M. Miller, manager of the National Phonograph Co.'s recording department; but Mr. Miller insists that for the delicate electro-plating operation greater praise is due A. Wurth, a laboratory expert at the works in Orange, N. J., the secretary of the Muckers' Club, composed of the Edison experimental corps, who brought to bear on the process his great and exact knowledge in that line gained here and in Europe. The success achieved has been cause for congratulation among those concerned mechanically, and as Mr. Miller said to *The World* there was enough glory for everybody, no matter how much or little he contributed to the ultimate result.

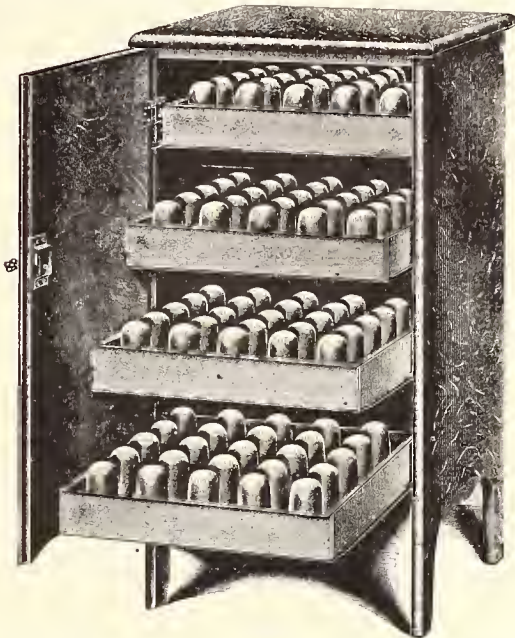
Something of this spirit animated the Edison Phonograph Jobbers' Testimonial Committee when they formally congratulated Mr. Miller, under date of August 15, in the following letter: "We, the undersigned committee, representing the Edison Phonograph Jobbers of the United States and Canada, hereby formally thank you for the services rendered us in connection with the pure gold record presented Thomas A. Edison. We fully understand the difficulties you must have encountered in manufacturing this record, and appreciate that your interest and skill alone made it possible for us to consummate our ideas in this respect." The committee were: E. F. Taft, president Eastern Talking Machine Co., Boston, Mass.; W. D. Andrews Syracuse; P. A. Powers, Buffalo, N. Y.; L. E. McGreal, of McGreal Bros., Grand Rapids, Mich.; C. V. Henkel, president Douglas Phonograph Co., New York City.

#### ONE OF SALTER'S RECORD CABINETS.

The accompanying illustration shows No. 727, one of the latest styles of record cabinets placed on the market by the Salter Manufacturing Co., 102-108 North Oakley avenue, Chicago. This cabinet is 32 inches high, with top 17½ by 15.

It contains four trays, each fitted with 25 hard maple pegs, a total of one hundred. These pegs are hollowed out on the inside, making them very light and preventing cracking. As will be seen by the cut the trays slide out for convenience in handling the records. When the door is closed the drawers are entirely hid from view. The door is fitted with a good lock and key. The cabinets are made from selected quarter sawed oak front and top, and highly finished in any color desired.

The company now have a new catalogue in



press illustrating and describing fourteen different styles of disc and cylinder record cabinets. It will be mailed on application. The Salter Manufacturing Co. have been manufacturing music cabinets for the past thirty years, and talking machine record cabinets for the past three years. Visitors to Chicago are cordially invited to visit their big factory on Oakley avenue, which is only a block from the Oakley avenue station of the Lake Street Elevated, fifteen minutes' ride from the loop district.

#### TRADE NOTES FROM BOSTON.

The Most Important Happenings of the Month Interestingly Set Forth by The World Correspondent.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 9, 1906.

There are happy men among the Boston talking machine trade, for business is not only good but there are prospects of a booming fall trade.

Since Labor Day there has been a marked increase in the amount of business done, both wholesale and retail, and it is still increasing. There is a marked increase, also, in the demand for higher priced machines, and those dealers who handle the new Victrola report a big demand for them—a demand that means the exchange of high-priced instruments purchased some time ago by customers who want the best at any price.

The new Victor Victrola promises to make a marked impression among the high-class Boston trade. Its simple exterior, with all the working parts of the talking machine covered up, and the wonderful sweetness of the tone takes mightily with the wealthy musical public.

Improvements are in order at the Winchell Co. The sheet music department has been changed around, new racks put in, and everything is now spick and span. T. N. Mason, the Winchell traveler, has just returned from a very successful trip through northern New England.

Among the visitors to Boston this month were Mr. Hawthorne, of the Hawthorne-Sheble Co.; Mr. Keene, of the Philadelphia Talking Machine Co., and Mr. Silverstein, of the Ideal Fastener Co.

At the wholesale rooms of M. Steinert & Sons business is more than good. A great run is reported on the Victrola and on the new wrapper record envelopes which Manager Cornell has invented. Over a third of the cost of wrapping paper is saved by these envelopes. A new record shipping box, made of strawboard, is also a feature of the business of this store. It costs less than a wooden box, takes up less room, and the records are sure not to get broken in shipping.

Charles G. Andrews, manager of the Boston Cycle & Sundry Co., returned this week from a business trip to Maine, much pleased both with the amount of business now being done and with the outlook for fall and winter trade. He reports the receipt of a fine lot of Searchlight horns.

At the Eastern Talking Machine Co. the cellar has recently been enlarged, giving much more room for storage, which was sadly needed. A. W. Chamberlain, wholesale manager, has just returned from a vacation spent at New Found Lake, N. H. He reports a big demand for the Edison machines and for the Victrola, but declares that he cannot get half enough from the factories.

"Wonderland," the newest song, rivalling "Dreamland," is a big seller at the Columbia Phonograph Co., this month. A fine demand is reported here in the medium grade machines.

At the Oliver Ditson Co., manager Winkelman says that the demand for Victor goods is enormous. He reports a great demand for 10 and 12-inch records, and for the new Victrola.

## Our Horns Are Standard in Every Respect

We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more easily.



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# RECORD BULLETINS FOR OCTOBER, 1906.

## COLUMBIA DISC RECORDS—10-INCH.

- 3452 I'm Crazy 'Bout It (Shepard N. Edmonds). Baritone and Tenor Duet, Orch. Accom. Collins and Harlan
- 3453 While the Old Mill Wheel Is Turning (Kerry Mills). Vocal Duet with Quartette Chorus, Orch. Accom. Burr and Campbell and the Columbia Quartette
- 3456 The Low Back'd Car (S. Lover). Baritone Solo, Orch. Accom. George Alexander
- 3462 A Daughter of Vanity Fair (Ed. Rogers). Tenor Solo, Orch. Accom. Byron G. Harlan
- 3466 Homeward (Gerald Laue). Contralto Solo, Orch. Accom. Miss Corinne Morgan
- 3468 Peaches and Cream (Len Spencer). Vaudeville Specialty, Orch. Accom. Miss Ada Jones and Mr. Len Spencer
- 3471 Punch and Judy—Descriptive. Len Spencer and Alf. Holt
- 3472 Mrs. Reilly's Troubles with the Dumb-Waiter—Comic (Steve Porter). Descriptive. Steve Porter
- 3473 It's All Right in the Summer-time, or The Artist's Model (Murray and Everhard). Soprano Solo, Orch. Accom. Miss Ada Jones
- 3476 Kootown Koffee Klatsch—March and Two-Step (J. P. Greenberg). Banjo, Mandolin and Harp guitar Trio. Ossman-Dudley Trio
- 3477 The Mouse and the Clock (Howard Whitney). Banjo Solo, Orch. Accom. Vess L. Ossman
- MINSTRELS—BY THE RAMBLER MINSTREL COMPANY.
- 3478 Record "C"—Introducing "Dixie Dear" by Billy Murray, Orch. Accom. The Rambler Minstrel Company
- Record "C" opens with a dashing chorus, "Stand Up and Fight Like a Man," introduces lively, humorous dialogues, and concludes with "Dixie Dear" by Billy Murray, with quartette chorus. An enthusiasm record.
- 3479 Record "D"—Introducing "Waltz Me Around Again, Willie" by Collins and Harlan, Orch. Accom. The Rambler Minstrel Company
- 3480 Descriptive Medley—Introducing "Out in an Automobile," "My Own Girl," "Football," "It's the Best Old Flag on Earth." Vocal Quartette, Male Voices, Piano Accompaniment. The Columbia Quartette
- 3481 Maggie Murphy's Lawn Party—Descriptive (Albert Campbell). Vocal Quartette, Male Voices, Unaccom. The Columbia Quartette
- 3482 The Sabbath Day—Das ist der Tag des Herrn (Kreutzer). Vocal Quartette, Male Voices, Unaccom. The Columbia Quartette
- 3483 I Am Praying for You—Sacred (Ira. D. Sankey). Vocal Solo with Quartette Chorus, Organ Acc. Henry Burr and The Columbia Quartette
- 3484 The Minstrel Boy (Thomas Moore). Baritone Solo, Orch. Accom. George Alexander
- 3485 A Dream (J. C. Bartlett). Baritone Solo, Orch. Accom. Frank C. Stanley
- 3486 Down Beside the Meadow Brook—I'll Wait for You (F. A. Mills). Tenor Solo, Orch. Accom. Albert Campbell
- 3487 Billy (Ted S. Barron). Tenor Solo, Orch. Accom. Billy Murray
- 3488 Barbara Frietchie (John Greenleaf Whittier). Standard Recitation. Edward Brigham
- 5609 Valse Boston (H. D. Ramenti). Banda Espanola
- 5611 Gran Jota Aragonesa (F. Lahoz) Banda Espanola
- 5665 El Gondolero—Valse (Carlos Curti). Banda Espanola
- 10546 L'Elegance Parisienne Mazurka—Record made in Milau (E. Tavan). Banda Espanola
- 25975 The Lark Now Leaves His Wat'ry Nest (J. L. Hatton). Baritone solo, Piano accom. Horatio Connell

## COLUMBIA "XP" CYLINDER RECORDS.

- 32996 A Daughter of Vanity Fair (Ed Rogers). Tenor Solo, Orch. Accom. Byron G. Harlan
- 32999 Peaches and Cream (Len Spencer). Vaudeville Specialty, Orch. Accom. Miss Ada Jones and Mr. Len Spencer
- 33001 Punch and Judy. Talking Record, Descriptive. Len Spencer and Alf. Holt
- 33004 It's All Right in the Summer-time, or The Artist's Model (Murray and Everhard). Soprano Solo, Orch. Accom. Miss Ada Jones
- 33005 I Don't Know Where I'm Goin' but I'm on My Way (Joe Bren). Baritone Solo, Orch. Accom. Arthur Collins
- 33007 Destruction of San Francisco—Descriptive (C. Praetorius). Prince's Military Band
- 33008 L'affurance Polka (L. Mayeur). Piccolo Solo, Accom. by Prince's Military Band.
- 33009 Come Take a Skate With Me (Browne and Edwards). Baritone and Tenor Duet, Orch. Accom. Collins and Harlan
- 33010 Susan, Kiss Me Good and Hard—Coon Song (J. Fred Helf). Baritone and Tenor Duet, Orch. Accom. Collins and Harlan
- 33011 Nobody (Bert Williams). Baritone Solo, Orch. Accom. Bert Williams
- 33012 When a Poor Relation Comes to Town (Kendis and Paley). Baritone Solo, Orch. Accom. Arthur Collins
- 33013 After They Gather the Hay (S. R. Henry). Baritone Solo, Orch. Accom. Frank C. Stanley
- 33014 Mrs. Hiram Offen Discharges Bridget O'Sullivan (Steve Porter). Vaudeville Specialty. Miss Emma Forbes and Steve Porter
- 40502 Onda Cristalina—Valse (Abundio Martinez). Banda Espanola
- 40504 El Gondolero—Valse (Carlos Curti). Banda Espanola

## COLUMBIA "BC" RECORDS.

- 72501 Tout Feu Tout Flamme—Polka Japonaise (Rodolphe Berger). Columbia Orchestra
- 72503 Sympathie—Valse Melodique (E. Mezza-capo). Columbia Orchestra
- 72504 Modern Style—Schottisch (Rodolphe Berger). Columbia Orchestra
- 85081 Let Me See You Smile (F. Fischer). Baritone and Soprano Duet, Orch. Accom. Miss Ada Jones and Mr. Len Spencer
- 85082 Mr. and Mrs. Flannigan at a Base Ball Game (Steve Porter). Steve Porter
- 85062 Hans Sach's Song—Als Eva aus dem Paradies (When Eve Left Paradise)—from "Die Meistersinger" (Wagner). Baritone Solo in German, Piano Accom. Anton Van Rooy
- 85064 Wolfram's Fantasy—Blick ich umher—from "Tannhauser" (Wagner). Baritone Solo in German, Piano Accom. Anton Van Rooy
- 85071 O du mein holder Abendstern—Evening Star Song—from "Tannhauser" (Wagner). Baritone Solo in German, Piano Accom. Anton Van Rooy
- 85077 Lohengrin's Erzählung—Lohengrin's Narrative—from "Lohengrin" (Wagner). Tenor Solo in German, Orch. Accom. Herr Alois Burgstaller
- 85078 Annie Laurie (Douglas and Scott). Baritone Solo, Orch. Accom. David Bispham
- 85079 Dio Possente from "Faust" (Gounod). Baritone Solo in Italian, Orch. Accom. David Bispham

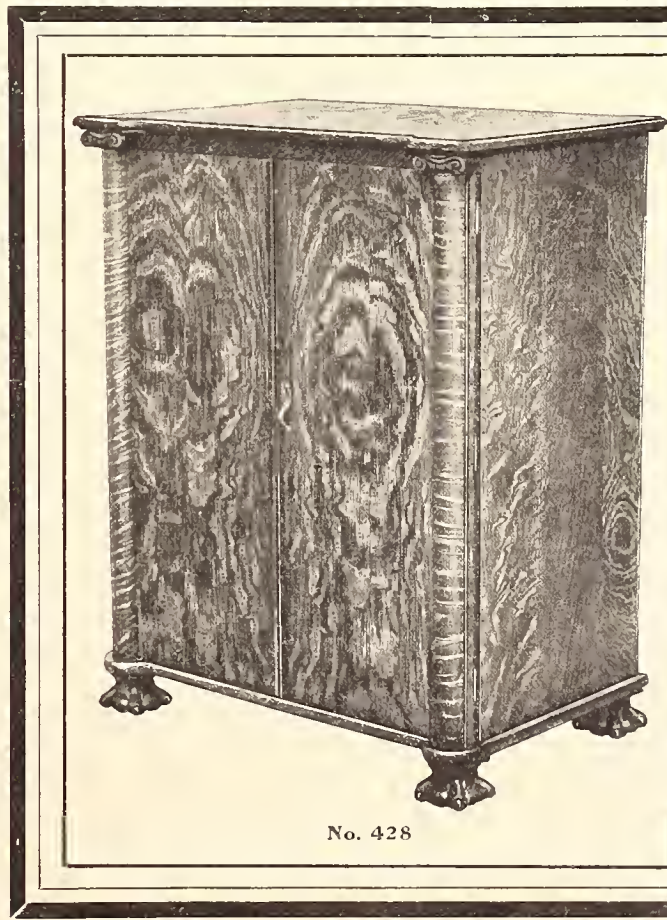
## LATEST VICTOR RECORDS.

- ARTHUR PRYOR'S BAND.
- No. Size.
- 31561 Babilonia—Grand Opera Potpourri. Mussi 12
- 31562 Carmen Selection. Bizet 12
- 31560 William Tell—Ballet Music—Part II. Rossini 12
- 4525 Razzazza Mazzazza. Pryor 8
- 4136 On Jersey Shore March. Pryor 8
- SOUSA'S BAND.
- 365 Hail to the Spirit of Liberty March. Sousa 8
- VICTOR ORCHESTRA.
- Walter B. Rogers, Conductor.
- 4827 Polly Prim March. Henry 8
- 4811 Dance of the Honey Bees (with bird warbling). Richmond 10
- 4812 Bo Peep—Two Step. Haines 10
- BELL SOLOS BY CHRIS CHAPMAN, WITH ORCH.
- 4814 Dew Drops—Intermezzo. Armstrong 10
- 4831 Amaryllis (Air Louis XIII). Ghys 10
- INSTRUMENTAL QUARTETTE—VIOLIN, VIOLA, FLUTE, HARP.
- 4815 Kathleen Mavourneen—Paraphrase. Rogers 10
- VIOLONCELLO SOLOS BY ROSARIO BOURDON, WITH ORCH.
- 4829 Musical Moments (Moment Musical). Schubert 8
- 4813 Spring Song. Mendelssohn 10
- 31563 Nocturne in E Flat (Opus 9). Chopin 12
- CORNET SOLO BY EMIL KENEKE, ACCOM. BY PRYOR'S BAND.
- 31564 My Heart at Thy Sweet Voice. Saint-Saens 12
- TENOR SOLOS BY HARRY MACDONOUGH, WITH ORCH.
- 4828 Ain't You Coming Back to Old New Hampshire. Helf 8
- 4837 Maryland, My Maryland. Raudall 10
- TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.
- 4819 Is There Any Room in Heaven for a Little Girl Like Me? Helf 10
- TENOR SOLOS BY HARRY TALLY, WITH ORCH.
- 31571 Sweet Rose of Athlone. Von Tilzer 12
- 4820 A Little Lunch for Two. Von Tilzer 10
- 4821 Holding Hands (You Don't Say Nothing at All). Von Tilzer 10
- TENOR SOLOS BY ALBERT CAMPBELL, WITH ORCH.
- 4822 Smile on Me. Sutton 10
- 4823 Love Me and the World Is Mine. Ball 10
- BARITONE SOLO BY J. W. MYERS, WITH ORCH.
- 4825 The Pretty Girl Milking Her Cow. 10
- BASS SOLO BY FRANK G. STANLEY, WITH ORCH.
- 4824 A Warrior Bold. Adams 10
- TENOR SOLO BY RICHARD J. JOSE, WITH ORCH.
- 4818 Nearer My God to Thee. Adams-Mason 10

- CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.
- 4835 Flee as a Bird. Dana 10
- BARITONE SOLO BY ALAN TURNER, WITH ORCH.
- 31565 There is a Green Hill Far Away. Charles Gounod 12
- RECITATION BY EDGAR L. DAVENPORT.
- 4834 Barbara Frietchie. Whittier 10
- YODEL SONG BY GEORGE P. WATSON, WITH ORCH.
- 4836 Roll on Silver Moon. 10
- YODEL SPECIALTY BY FRANK WILSON, WITH ORCH.
- 2561 The German's Arrival. 8
- COMIC SONGS BY BILLY MURRAY, WITH ORCH.
- 4684 You Look Awful Good to Father. Howard 8
- 4817 Crocodile Isle. Morse 10
- COMIC SONGS BY BOB ROBERTS, WITH ORCH.
- 4790 I'd Rather Be on the Outside Lookin' in than on the Inside Lookin' Out. Snyder 8
- 4816 He Walked Right In, Turned Around and Walked Right Out Again. Silver 10
- COMIC SONGS BY ARTHUR COLLINS, WITH ORCH.
- 4826 Welcome. Burt 10
- 31566 Here It Comes Again. Williams 12
- COMIC DUET BY COLLINS AND HARLAN, WITH ORCH.
- 4833 I'm Crazy 'Bout It! Edmonds 10
- DESCRIPTIVE SPECIALTY BY SPENCER AND MURRAY, WITH ORCH.
- 31567 Pat and Mike Magee. 12
- TRINITY CHOIR, WITH ORCH.
- 4830 How Firm a Foundation. Keith-Portogallo 10
- DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR. SPENCER, WITH ORCH.
- 4788 Coming Home from Coney Isle. 8
- 31570 Hans and Gretchen. 12
- 4832 Travel On. 10
- LYRIC QUARTETTE—MIXED VOICES.
- 31569 Good Night, Beloved. Pinsuti 12
- BARITONE SOLOS IN SPANISH BY SENOR ELADIO CHAO.
- 4840 Melodia—Gallega "Foi pol'o mes de Nadal." 8
- 4839 A mi Madre. Alvarez 10
- MALE QUARTETTES BY THE HAYDN QUARTETTE, WITH ORCH.
- 2934 Sweet Adeline. 8
- 1793 In the Good Old Summer Time. Evans 8
- 31568 Dear Starry Eyes, Good Night. Campbell 12
- 4838 Beauty's Eyes. Tosti 10
- NEW RED SEAL RECORDS.
- SOPRANO SOLOS IN ITALIAN BY MME. ELDA CAVALIERI.
- 74048 Gioconda—"Suicidio." Ponchielli 12
- 74049 Meisofele—"L'altra notte." Boito 12
- (Last Night in the deep, deep sea.)
- 74050 Forza del destino—"Pace, pace, mio Dio" (Comfort Me, O My Father). Verdi 12
- EMILIO DE GOGORZA, BARITONE, WITH ORCH.
- 74047 Dormi pure!—Serenade (Sleep On). Scuderi 12
- A beautiful serenade by a well-known Italian writer.

## NEW EDISON GOLD MOULDED RECORDS.

- Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.
- 9362 Torch Dance (Fackeltanz in B-flat) (Meyerbeer). Edison Concert Band
- 9363 The Stars, the Stripes and You (Wheeler). March Song, Orch. Accom. Frank C. Stanley
- 9364 When a Poor Relation Comes to Town (Kendis and Paley). Coon Song, Orch. Accom. Arthur Collins
- 9365 Is Your Mother in Molly Malone (Mills and Everard). Comic Waltz Song, Orch. Accom. Helen Trix
- 9366 Simple Confession (Simple Aveu) (Thome). Cello solo, Piano Accom. Hans Kronold
- 9367 Softly and Tenderly (Thompson). Sacred Soprano and Tenor Duet, Orch. Accom. Miss Hinkle and Mr. MacDonough
- 9368 Grand-Pa, I'm Going to be a Soldier (Rogers). March Song, Orch. Accom. Byron G. Harlan
- 9369 Sisseretta's Visit to the North (Original). Vaudeville Specialty, Orch. Accom. Billy Golden
- 9370 Irish Hearts March (Evans). Characteristic Selection. Edison Military Band
- 9371 Love Me, and the World Is Mine (Ball). Sentimental Song, Orch. Accom. Harry Anthony
- 9372 If the Man in the Moon Were a Coon (Fischer). Coon Song, Orch. Accom. Ada Jones
- 9373 Foolishness (Peters). Comic Song, Orch. Accom. Edward M. Favor
- 9374 La Balladora-Pirouette (Tobani). Edison Symphony Orchestra



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- 9375 Sweet Julianne (Havez). Orch. Accom.... W. H. Thompson
- 9376 Why Don't You Write When You Don't Need Money (Edwards). Coon Song, Orch. Accom. .... Bob Roberts
- 9377 Susan, Kiss Me Good and Hard (Helf). Coon Song, Orch. Accom. .... Collins and Harlan
- 9378 Champagne Galop (Lumbye)..... Edison Concert Band
- 9379 Somewhere (Harris). Orch. Accom. .... Irving Gillette
- 9380 Come Take a Skate With Me (Browne and Edwards). Characteristic Waltz Song, Orch. Accom. .... Billy Murray
- 9381 Come Down McGinty (Rogers). Irish Sketch, Orch. Accom. .... Campbell and Roberts
- 9382 Belle of the East (Liberati). Bells Solo, Orch. Accom. .... Albert Benzler
- 9383 Let Me See You Smile (Original) (Fischer). .... Ada Jones and Len Spencer
- 9384 Good Old Songs (Original)—Introducing "Twinkling Stars Are Laughing, Love (Ordway), "When I Saw Sweet Nelly Home" (Fletcher), "Would I Were with Thee" (Bossutti), and "There's Music in the Air" (Root). Accompanied. .... Edison Male Quartette
- 9385 Chicken Chowder (Giblin). Characteristic March ..... Edison Military Band

INTERNATIONAL RECORD CO.'S LIST.

- BY THE METROPOLITAN BAND OF NEW YORK.
- 3160 Cheyeune—Introducing La Sorella... Van Alstine
  - 3161 Waltz—Dreams of Childhood..... Waldeufal
  - 3162 Waiting at the Church..... Pether
  - 3163 Moon Dear—March and Two-step (Klein). BARITONE SOLOS BY J. BROWN, WITH ORCH. ACCOM.
  - 3164 It's a Good World After All.....
  - 3165 Just for Auld Lang Syne.....
  - 3166 Those Songs My Mother Used to Sing....
  - 3167 Anxious.....
  - 3168 I Like Your Way.....
- TROMBONE SOLOS BY LEO ZIMMERMAN, WITH ORCH. ACCOM.
- 3169 Aereo .....
  - 3170 Leona Polka .....
  - 3171 Sea Shell Waltz.....
- BARITONE SOLOS BY ALAN TURNER, WITH ORCH. ACCOM.
- 3172 I Fear No Foe.....
  - 3173 Toreador's Song—"Carmen".....
  - 3174 Bedouin Love Song.....
- CLARINETTE SOLOS BY A. GIAMMETTEO, WITH ORCH. ACCOM.
- 3175 Coming Thro' the Rye, with Variations....
  - 3176 Alicante Fantasia.....
- BARITONE SOLOS BY WM. FREDERICKS, WITH ORGAN ACCOM.
- "Good Old Songs."
- 3177 When You and I Were Young, Maggie.....
  - 3178 Cottage by the Sea.....
  - 3179 Massa's in de Cold, Cold Groun'.....
  - 3180 Flee as a Bird.....
  - 3181 Oft in the Stilly Night.....
- TENOR SOLOS BY HARRY TALLY, WITH ORCH. ACCOM.
- The rich, clear voice accompanied by the distinct words of these songs by Mr. Tally make them most desirable.
- 3182 Holding Hands..... Al. Von Tilzer
  - 3183 Wont You Come Over to My House?.. Van Alstine
  - 3184 Carolina—from "Lovers and Lunatics".... Jno. Ford
- 3185 Just a Little Fond Affection..... Kendis-Paley
- PICCOLO SOLO BY G. FORTUNATO.
- 3186 Conquest Polka.....

ZON-O-PHONE 10-INCH RECORDS.

- SEVENTH REGIMENT BAND.
- 551 Entre' Acte—Summer Dreams.....
  - 552 Manisot March.....
- ZON-O-PHONE CONCERT BAND.
- 553 Espanita—Spanish Waltz.....
  - 554 Hungarian Fantasia.....
  - 555 Razzazza Mazzazza.....
  - 556 Toreador et Andalouse.....
- HAGER'S ORCHESTRA.
- 557 Blood Lillies—A Japanese Two-Step.....
  - 558 Common Sense Brackett—Characteristic March and Two-Step.....
  - 559 Hearts and Flowers.....
  - 560 Priscilla—Colonial Intermezzo and Two-Step
  - 561 Toast to the Moon.....
- CONCERTINA SOLO BY ISAK PIROSHNIKOFF, WITH ORCH. ACCOM.
- 562 American Dance—Characteristic.....
  - 563 Entre' Acte—Rose Mousse.....
- PICCOLO SOLO BY FRANK MAZZIOTTA, WITH ORCH. ACCOM.
- 564 Tarantelle Sicilienne .....
- SONGS WITH ORCH. ACCOM.
- 565 Cheyeune (Shy Ann) .....
  - 566 Columbia, the Gem of the Ocean. Geo. Alexander
  - 567 Every Day Will Be Sunday By-and-Bye.. Zon-o-phone Quartette
  - 568 Give Me Thy Heart, Love..... Alan Turner
  - 569 Ham What 'Am..... Arthur Collins
  - 570 I Like You..... Billy Murray
  - 571 Just for Auld Lang Syne..... J. W. Myers
  - 572 McGuire, Esq. .... Dan W. Quinn
  - 573 Minstrel Boy .....
  - 574 Morning After Flannigan's Night Off.... Steve Porter and Len Spencer
  - 575 Virginia Song .....

T. F. MURRAY'S INTERESTING TRIP.

He Discourses on Trade Conditions in Cuba and Mexico—The Present Revolt Unsettles Business in Cuba.

T. F. Murray, the foreign and domestic ambassador of the Columbia Phonograph Co., General, recently returned from an extended trip from Cuba and Mexico, and his observations on the general conditions existing in those countries are of great interest to the trade at large.

"The talking machine field in Cuba," said Mr. Murray, "promises to develop into splendid proportions, provided there are not too many revolutions. The present squabble is hurting business, as the conditions of the country are naturally unsettled. Trade with the interior provinces is damaged to a large degree, and for talk-

ing machine dealers to reap the full benefit of their labors, they must of necessity be in touch with all outlying districts. I noticed a great many foreign records being offered, and so far as the grade was concerned, they equaled the best put out in this country, most of the singers being stars at the La Scala Opera at Milan. The material and finish of these records, however, was far inferior to the cheapest put out here. Our Spanish records have made a big hit in Cuba, and our dealers there are ordering big supplies. The same is true of all makes of the Columbia machines. They are the prime favorites among all classes, and when the political conditions become settled, we anticipate a greatly increased output. The Cubans prefer an American product, all things being equal, but they want that product made to suit them.

"In Mexico there is a distinct gain in the talking machine business, and I look upon the outlook as being very bright. Our representative in that country is doing all we could ask, and the natives are delighted with our records in Spanish. In Mexico, as well as in all other Spanish-American countries, the natives exhibit decided preferences as to styles and kinds of music, and it is useless for the producer to attempt to educate them in a hurry; all that can be done is to cater to their wants."

HORACE SHEBLE OPTIMISTIC

Regarding Conditions in the Talking Machine Trade—Activity in the Summer with the Hawthorne & Sheble Mfg. Co. Unprecedented—Have Increased Resources to Meet All Demands the Coming Fall.

(Special to The Talking Machine World.)  
Philadelphia, Pa., Sept. 9, 1906.

Mr. Sheble, of the Hawthorne & Sheble Mfg. Co., in a recent interview as to the trade conditions in the Talking Machine line, is certainly very optimistic, and justly so, considering his opportunity to view conditions from the standpoint of a manufacturer. He states: We have been manufacturing talking machine supplies for a great many years, and, in fact, I believe we were the first ones to manufacture a line of horns for talking machines. In the old days the jobber who placed orders for one hundred horns was the exception, while to-day, even the smallest jobber exceeds this quantity many times over. It has been our custom in years past to run our factory on three-quarter time during the summer season, and to lay off about 25 per cent. of our help. This year we have been running three factories full time with all

the help we can put to work, and we are still back on orders. Our confidence in the stability of the talking machine business is unbounded. We are making every preparation for an exceptionally large season's business, and we predict from our outlook that this year's business in the talking machine line will be by far the largest ever recorded.

LORING LEEDS STARTS WEST.

Representative of Leeds & Catlin to Close Several Important Deals—Firm Issues New Opera Catalogue.

Loring Leeds, of Leeds & Catlin Co., started Monday (Labor Day) for a trip West, and may go as far as Denver. He has several important deals in Chicago to close.

The company last week issued the first descriptive catalogue of their "Imperial Grand Opera and Black Label Records," about twenty-five in number. They are 10-inch size, and were recorded in Europe. The book is a neat product of the printer's art, with green, gold and crimson cover.

W. A. Mullen and B. Feinberg, formerly with the Universal Talking Machine Manufacturing Co., have become associated with the Leeds & Catlin Co., the former traveling East and the latter West. Both are now on their respective territories exploiting "Imperial" records.

SEARCHLIGHT HORN ABROAD.

Exclusive selling agencies have been established in Australia and Mexico for the product of the Searchlight Horn Co., of New York. In making the deal a large initial order for Searchlight horns was placed for both countries. The company has made one of the most phenomenal successes ever known in the trade; that is, for the brief time they have been known.

B. R. Barklow, former manager of the Bettini Phonograph Co., is now attached to the sales department of the National Phonograph Co., with headquarters in New York. The gentleman, while comparatively new in the talking machine trade, has had a wide and varied business experience, at one time being attached to the United States Consular service in an expert capacity.

C. H. Wilson, general sales manager of the National Phonograph Co., who has been on a fortnight's vacation on his farm near Saratoga, N. Y., returned to business last Tuesday.

Cleapol Waterproof Metal Polish

IMPARTS A LASTING LUSTRE to all metals; will remove all Tarnish, Spots, Fly Specks, etc. Will not injure the hands; contains no acid.

NOTE.—All horns, etc., treated once with this polish can be kept in perfect condition always by using the **CLEAPOL CHAMOIS SKIN.**  
¶ Special discount now being given to jobbers and dealers.  
¶ Write for Samples and price lists.

THE CLEAPOL COMPANY  
288 Springfield Ave. NEWARK, N. J.



# Do You Want to Make Money, Mr. Talking Machine Dealer?

Good, big money. The men who sent in an order for a sample line of our instruments were delighted with the results.

They found our instruments blended perfectly with the talking machine line, besides helping to make the store attractive. If you want to help out in the profits during the holiday season you can't go at it in a better way than with our specialties; your musical friends will come to you when they learn that you have the Durro violins, bows, strings, etc. They have a high standing.



We are judges of the excellence of all kinds of small goods, such as Accordeons, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lesser prices, but which are superior to any on the market at the same price.

It will pay you to order a sample line at once. You will then see how profitable it is to devote a portion of your store to the exhibition and sale of small goods. Write for catalogue.

Make good money for the new year. It is easy with our help. We can tell you how and go with the business tide when it serves.

## BUEGELEISEN & JACOBSON

113-115 University Place  
Corner 13th Street, NEW YORK

### TALKERS AT STATE FAIR.

Formed Quite an Attractive Feature at the West Virginia State Fair—Tyler to Open in Parkersburg—Bard Bros. New Quarters Handsomely Equipped—Other News of Interest from Noted Southern Point.

(Special to The Talking Machine World.)

Wheeling, W. Va., Sept. 6, 1906.

Business during the past month has been typical of midsummer dullness. At this writing all the dealers are in the midst of preparations being made for the West Virginia State Fair, which is an annual occurrence. Bard Bros., the exclusive talking machine people, are arranging for a big display which will occupy a prominent space in the building. They say they will spring a number of brand new advertising stunts on the public during the week. The first of the month they moved their stock of Victor machines and records from their Market street store to their new store on Main street, where they have made extensive alterations and improvements during the past month. The entire first floor of their new building will be devoted to the sale of cylinder machines and records, talking machine supplies of every description and sheet music. The second floor is arranged for the disc goods, in the rear stockrooms and repair shop. They have been doing business all the while the improvements were under way, but as soon as everything is finished they will have a grand opening, inviting the public to come and inspect the conveniences installed for their benefit.

The F. W. Baumer Co. will be one of the large exhibitors at the Fair, this they have been doing for years, finding that it is one of their best advertising methods.

The various houses handling talking machines are making great preparations for business this Fall and Winter, stocking up in a manner unthought of prior to this time.

R. W. Tyler, who has been connected with C. A. House for a number of years, has resigned his position, having made arrangements to open an exclusive talking machine store in the second largest city of this State, Parkersburg. Mr. Tyler is receiving many expressions of good wishes from the host of friends made during the eight years residence in this city.

Miss Martha E. Sunman, who for years had charge of the sheet music department of the Hoebl & Gieseler Piano Co. and more recently with Bard Bros., intends to leave this city about the fifteenth of the present month. She will go to Denver, Col., where her near relatives have been living for several years. As Miss Sunman is a pianist of more than ordinary ability and thoroughly familiar with the many details of the sheet music business, it is probable that she will not remain idle for any length of time.

### A NEW LINE OF FLOWER HORNS.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, Pa., are just placing on the market a new line of Flower horns which they designate as Artistic Flower Horns. These horns are bound to create a sensation on account of their very attractive appearance. They are constructed on the best approved acoustic lines, and their brilliant and rich coloring is bound to bring them into prominence at once. The horns are being made in the general styles, namely, Nickel Plated and Polished Outside, Brass Polished outside and Silk Finish outside, although the variety and style of the interior decoration is very extensive. The colors employed in the interior decoration are warm rich tones, producing an effect that is most pleasing to the eye. They report very extensive orders from jobbers who have seen the line.

The new Compartment Needle Box, which has been recently placed on the market by Hawthorne & Sheble Mfg. Co., is meeting with a phenomenal sale. Evidently the public appreciate the advantage of having a neat and attractive way of providing for several different style needles.

## It pays to have a good jobber

It doesn't cost you any more to deal with a jobber who is prompt and business-like than with one who is slovenly in his methods, and it is sure to pay you better.

The jobber who doesn't fill your orders promptly and keeps you waiting for your goods makes you hold up your customers, and puts you in constant danger of losing their trade.

A good live jobber understands that his interests are best served by looking after the dealers' interests, just as wide-awake dealers know that the way to build up a solid and profitable business is to take proper care of their customers.

That is why we are so prompt and ship all goods the same day the orders are received, and our bid for your trade is based on this service.

You can get from us whatever you need in trumpet horns, English needles, fibre cases and other accessories as well as Victor talking machines and records. You can be absolutely sure that the order will receive immediate attention. You can figure out just when the goods will reach you.

Think what a lot of worry this saves you, what an advantage it gives you over other dealers and how much good will it brings you.

Remember us on future orders. Try us on a rush order that is in the biggest kind of a hurry and you won't be disappointed.

Better write to-day for our latest catalogue

**The Victor Distributing and Export Company**

77 Chambers Street

New York





## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS.

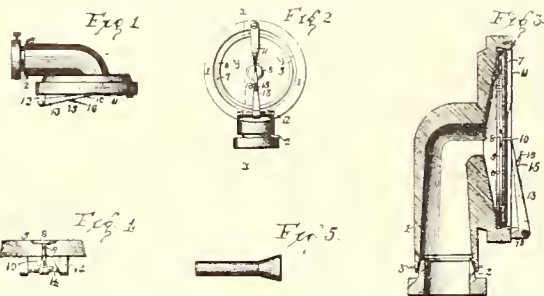
(Specially prepared for The Talking Machine World.)

Washington, D. C., September 8, 1906.

**REPRODUCER FOR GRAPHOPHONES.** Harvey R. Brocius, Summerville, Pa., assignor of one-half to James A. Haven, same place. Patent No. 828,836.

This invention relates to reproducers or sound boxes for graphophones particularly adapted for use on hard mold cylinder records, such as the Edison or Columbia.

The invention consists of the details of construction and combination of parts hereinafter



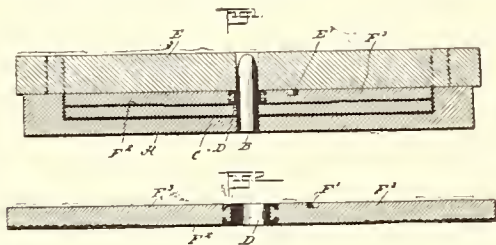
described, and more particularly pointed out in the claims.

In the accompanying drawings, illustrating the preferred embodiment of the invention, Fig. 1 is a side view. Fig. 2 is a plan view looking at the diaphragm. Fig. 3 is an enlarged sectional view on line x x of Fig. 2. Fig. 4 is an enlarged broken sectional view on line y y of Fig. 2, showing the manner in which the sounder arm engages the stud or pin secured to the diaphragm; and Fig. 5 is an enlarged view of the sapphire point.

**PROCESS FOR PRODUCING FLAT MOLDED SOUND RECORDS.** William H. Hoyt, Wyoming, N. J. Patent No. 828,604.

This invention relates to the manufacture of molded disc records, such as are used for some talking machines.

The object of this invention is to provide an improved process of producing such records,



whereby they will be given great strength and durability.

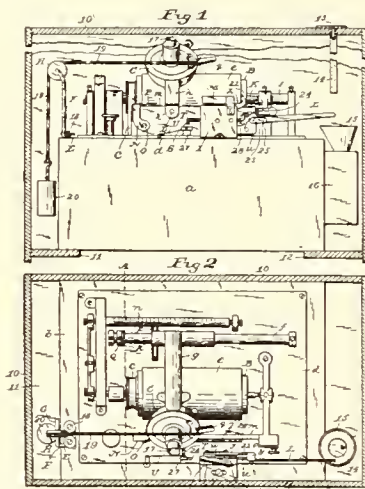
In the accompanying drawing there is illustrated an apparatus such as may be used in producing a talking machine record according to the invention, Fig. 1 being a sectional elevation of such apparatus with the record in process of formation, and Fig. 2 is a cross-section of the completed article.

**REPEATING ATTACHMENT FOR PHONOGRAPHS.** Earl L. Crabb, Indianapolis, Ind. Patent No. 828,598.

This invention relates to the class of phonographs that are inclosed in cabinets and coin-controlled; and the invention has particular reference to attachments that are adapted to be connected either permanently or detachably to well-known types of phonographs that are not originally constructed as repeating machines and not coin-controlled, the attachments when applied to such machines enabling them to repeat the records that may be on their mandrels and rendering the machines capable of being coin controlled.

Objects of the invention are to provide improved and simple attachments for phonographs and similar instruments and adapted to be constructed at relatively small expense for converting simple phonographs into coin-controlled repeating instruments, which attachments may be adapted to be readily removed from the instruments.

The invention consists in a phonograph attachment comprising brake-operating mechanism



for stopping the instrument at the end of the record and improved mechanism adapted to be put in motion by coins for restarting the instrument, so as to repeat the record, the attachment being designed to co-operate with phonographs that have reproducer arms movable on guides and carrying movable devices that may be interposed between the guides and the reproducer arms for holding the reproducers away from the records.

The invention consists further in the novel parts and in the novel combinations and arrangement of parts, as hereinafter particularly described, and pointed out in the appended claims.

Referring to the drawings, Fig. 1 is a front elevation of a phonograph having the improvement applied thereto and arranged in a cabinet, shown in section, of which parts are broken away; Fig. 2, a top plan of the machine and the improvement, the cabinet being shown in section on a plane above the phonograph; Fig. 3, a transverse sectional view on the line A A in Fig. 2, showing the parts of the instrument in proper position to operate; Fig. 4, a fragmentary

top plan view showing the reproducer near the end of its travel; Fig. 5, a transverse sectional view similar to Fig. 3, except that the reproducer is elevated, as when returning to repeat. Fig. 6, a fragmentary top plan view showing the reproducer at the end of its travel, as when locked at rest ready to be released to return;

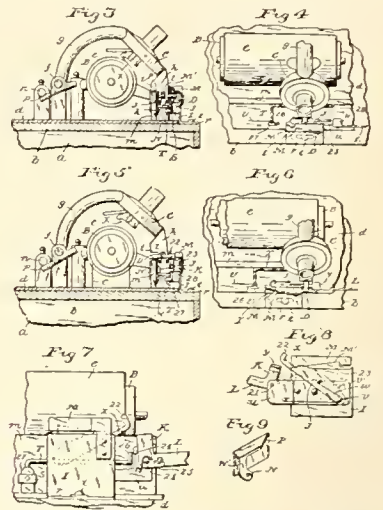
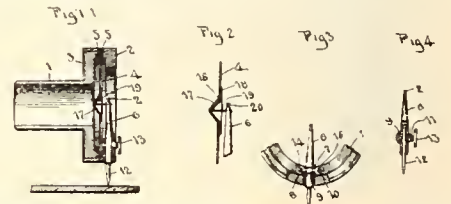


Fig. 7, a fragmentary enlarged detail view showing parts seen in Fig. 1; Fig. 8, an elevation of the devices that co-operate to release and elevate the reproducer, so that it may return for repeating, and Fig. 9, a perspective view of the part that causes the reproducer to be replaced into contact with the record for repeating at the beginning of its travel.

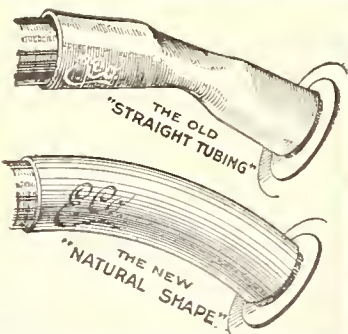
**SOUND BOX FOR TALKING MACHINES.** John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 828,602.

In the reproduction of sound from talking machine records, either of the type having vertical undulations in the record groove or of the type having horizontal undulations in the record groove, it is well known that the diaphragm of the sound-box or reproducer vibrates in parts, and the center of the diaphragm being farther from the points which are confined in the casing of the sound box responds more readily to the



vibrations of the stylus bar than at the portions adjacent the outer edge of the same. Vibrations which are of high frequency and which are not exactly sinusoidal or harmonic in form more readily act upon the center of the diaphragm than upon the outer portions thereof, which respond more readily to the vibrations of less frequency. The vibrations which are not true harmonic or sinusoidal curves are those caused by the inaccurate action of the stylus bar, due to frictional contact with the bottom of the sound groove or the sides thereof, and the sound reproduced is very much improved if these undesirable vibrations can be eliminated.

The object, therefore, of the invention is to



# PER

doz.	\$0.33
100	2.15
500	9.00
1000	17.50

Governor Balls, assembled, for all Phono's, per doz.	\$0.60
" " " " " per 100	4.50

"S" Phono Feed Nuts, per doz.	- - \$0.96
" " " " " per 100	- - 7.20

GENERAL SUPPLIES FOR ALL TALKING MACHINES.

**EDISONIA CO., NEWARK, N. J.** COR. NEW and HALSEY STS.



provide such a construction in connection with the diaphragm of a sound box as to overcome these objections.

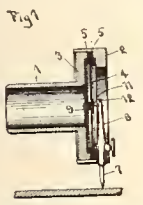
A further object of the invention is to provide such a construction in the stylus bar of the sound box and the fulcrum pivot thereof that the parts will be made more efficient in action, simple in construction, and more durable in their wearing qualities.

For a full, clear and exact description of one embodiment of this invention reference may be had to the following specification and to the accompanying drawings, forming a part thereof, in which—

Fig. 1 is a central longitudinal sectional view of a sound box, showing the improvements applied thereto. Fig. 2 is a similar view to Fig. 1, but showing the diaphragm and stylus bar separated from the sound box. Fig. 3 is a plan view of the diaphragm casing, showing the manner of pivoting the stylus bar thereto, part of the casing being broken away; and Fig. 4 is an elevation of a stylus bar separated from the sound box, parts thereof being shown in section.

**SOUND BOX FOR TALKING MACHINES.** Eldridge R. Johnson, Marion, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 828,551.

In the reproduction of sound from talking machine records, either of the type having vertical



undulations in the record grooves or of the type having horizontal undulations in the said groove, it is well known that many sounds are reproduced which are due to imperfections in the construction and disposition of the

parts of the talking machine. One of the most serious of these undesirable sounds has been found to be due to the comparatively stiff and short connection hitherto employed between the end of the stylus bar and the diaphragm. This connection tends to oscillate about the center of the oscillation of the stylus bar, and therefore delivers the vibrations to the diaphragm at constantly varying angles to the plane of the diaphragm, dependent upon the position of the position of the stylus bar at any particular moment.

The object of the invention is to provide a construction in which a long and flexible connection may be used between the end of the stylus bar and the diaphragm, so that the angle which said connection subtends as the stylus bar oscillates will be greatly reduced, and that the connection will bend or be flexible to transmit the vibrations in a direction substantially perpendicular

to the diaphragm irrespective of the position of the stylus bar in its oscillation about its fulcrum.

A further object of the invention is to provide a construction in which such long and flexible connection may be applied to sound boxes constructed and arranged in the ordinary manner.

For a full, clear and exact description of one embodiment of the invention reference may be had to the following specification and to the accompanying drawings, forming a part thereof, in which—

Fig. 1 is a central longitudinal sectional view of a sound box embodying my improvement, and there is also a similar view showing the diaphragm and stylus bar separated from the sound box.

Referring to the drawings, the numeral 1 indicates the tubular portion of the sound box casing, which is adapted to be connected with the sound-conveying means or amplifying horn, and 2 the outer cylindrical part of the casing thereof. The tubular portion 1 terminates in a disc-shaped portion 3, between which and the end of the cylindrical casing 2 the diaphragm 4 is retained, suitable gaskets 5 being inserted between said diaphragm and the adjacent portions of the casing.

**PHONOGRAPH HORN.** Walter S. Fernan, New York, N. Y. Patent No. 829,066.

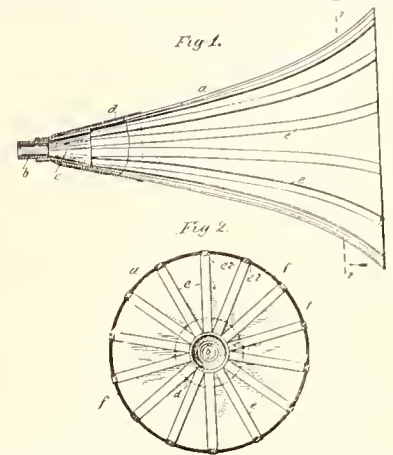
This invention relates to the delivery horns of phonographs and other machines of this class; and the object thereof is to provide a delivery horn for machines of the class specified which will do away with the mechanical, harsh and metallic sounds usually produced in the operation of such machines and also produce a full, even and continuous volume of sound in which the articulation is clear, full and distinct, a further object being to provide a horn of the class specified which is made entirely of wood or other fibrous material, and with these and other objects in view the invention consists in a horn of the class specified constructed as hereinafter described and claimed.

The invention is fully disclosed in the following specification, of which the accompanying drawings form a part, in which the separate parts of the improvement are designated by suitable reference characters in each of the views, and in which—

Fig. 1 is a side view, partly in section, of an improved delivery horn for phonographs and similar machines, and Fig. 2 a transverse section of the horn on the line 2 2 of Fig. 1.

In the practice of this invention is provided a delivery horn a for phonographs and other

talking machines or music reproducing machines provided at its smaller end with the usual nozzle piece b, by means of which connection is made with the machine in the usual manner, and in the form of construction shown a supplemental horn piece c is employed between the body portion of the horn and the nozzle piece b and in which the nozzle piece b is secured, the supplemental piece serving as means for connecting the body portion of the horn with the



nozzle piece, and the smaller end of the horn is also provided with a shield or covering d, which extends, in the form of construction shown, from the smaller end of the piece c a predetermined distance along the smaller end of the horn and serves as a reinforcement therefor.

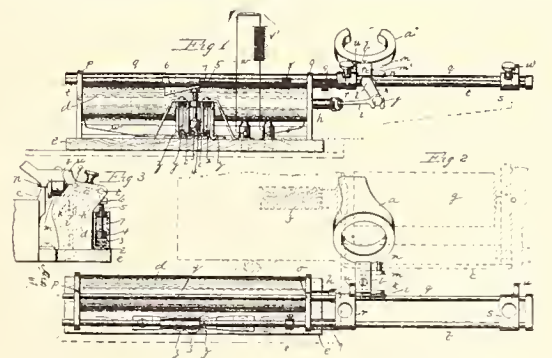
The body portion of the horn is composed of a plurality of longitudinal ribs e, separated by tapering spaces which gradually widen from the smaller end to the larger end of the horn, and these spaces are filled in with web members f, composed of a plurality of layers of wood or other fibrous material secured together, and the edges of the said web members fit in grooves e2, formed in the opposite sides of the rib members e. In the form of construction shown the web members f are composed of three separate layers of material; but it will be apparent that other numbers of layers of material may be employed, and the said layers of material are in practice, if more than one layer be employed, secured together before the said web members are secured in place between the ribs e.

All the parts of the improved horn, including the nozzle piece b, the short tube member c, and the shield or covering d, are composed of wood or other fibrous material, and the invention is not limited to the use of the part c; but is preferred, as it forms a reinforcement and strengthening device for the smaller end of the horn.

A horn made in this manner will not produce the harsh metallic and other objectionable sounds usually produced by the delivery horns of instruments or machines of the class specified, and changes in and modifications of the construction described may be made without departing from the spirit of the invention or sacrificing its advantages.

**REVERSING GEAR FOR PHONOGRAPHS.** Arthur W. Cole, West Hoboken, N. J., assignor of one-half to Jacob Valensi, New York, N. Y. Patent No. 829,195.

This invention relates to means for reversing the diaphragm carriages of phonographs, and it



consists of electric carriage retracting apparatus and automatic circuit closing and breaking devices, whereby instantaneous return of the carriage is effected with economy of time, as compared with the common return screw device, as hereinafter described, reference being made to the accompanying drawings, in which—

The following are some of the dealers handling the "Mira" Music Boxes:—

LYON & HEALY, Chicago, Ill.  
 SHERMAN, CLAY & CO., San Fran., Cal.  
 SHERMAN, CLAY & CO., Oakland, Cal.  
 SHERMAN, CLAY & CO., Seattle, Wash.  
 OLIVER DITSON CO., Boston, Mass.  
 J. E. DITSON & CO., Philadelphia, Pa.  
 C. H. DITSON & CO., New York.  
 JOHN WANAMAKER, New York.  
 JOHN WANAMAKER, Philadelphia, Pa.  
 MACKIE PIANO & ORGAN CO., Rochester, N. Y.  
 DENTON, COTTIER & DANIELS, Buffalo, N. Y.  
 S. HAMILTON, Pittsburg, Pa.  
 KRELL PIANO CO., Cincinnati, O.  
 CARLIN & LENOX, Indianapolis, Ind.  
 FINZER & HAMMEL, Louisville, Kentucky.  
 O. K. HOUCK PIANO CO., St. Louis, Mo.  
 A. HOSPE, Jr., Omaha, Neb.  
 S. KANN SONS & CO., Washington, D. C.

Write for Catalogue and Prices

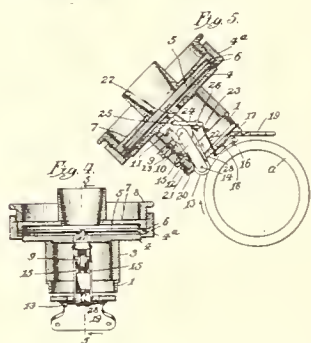
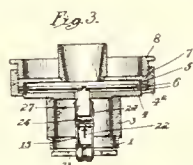
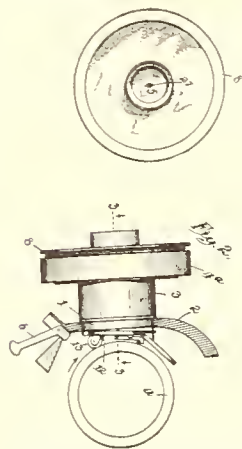
**JACOT Music Box Co.**  
 39 Union Sq., New York



Fig. 1 is a front elevation of an improved carriage reversing device with some parts of the contact devices in vertical section and with dotted lines indicating some parts of the phonograph base. Fig. 2 is a plan view with some parts of the phonograph in dotted lines and with part of the speaker-carrying arm of the phonograph in full lines. Fig. 3 is an end elevation of the reversing apparatus with a part of the contact apparatus in vertical section and with an end view of the phonograph slideway for the speaker carrying arm.

FRICTIONAL REPRODUCING ATTACHMENT FOR PHONOGRAPHS. Alexander N. Pierman, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 829,123.

This invention relates to reproducing attachments for phonographs of the type wherein a friction wheel is positively driven, and by a frictional connection between said wheel and the diaphragm the latter is put under stress, so that by providing suitable mechanism operated by the reproducing stylus for varying the amount of friction the diaphragm will be thrown into vibration in accordance with the movements of the stylus, and thereby reproduce the sounds represented by the sound waves of the phonographic record on which the stylus travels. Apparatus operating upon this general principle is well known in the art, being disclosed



in British patents to Hope-Jones, No. 15,245 of 1890, and to St. George, No. 3,473 of 1880.

This invention has for its object the provision of apparatus of this character in which the diaphragm, friction wheel, reproducer stylus and connecting parts are carried by a frame or support which is capable of being inserted and held in the sound box carrier arm of an ordinary phonograph.

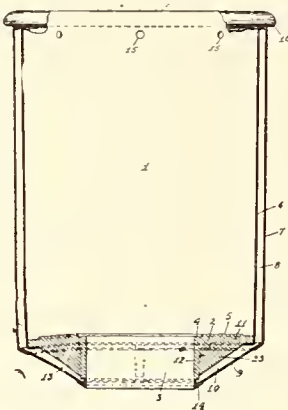
Reference is hereby made to the accompanying drawings, in which—

Fig. 1 is a plan view of the improved attachment. Fig. 2 is a side elevation showing the improved attachment in operative position with respect to a phonograph record and showing also in section the sound box carrier arm of a phonograph and the support for the forward end of the same. Fig. 3 is a section on line 3-3 of Fig. 2 viewed in the direction of the arrows. Fig. 4 is a section on line 3-3 of Fig. 2 viewed in the direction opposite to the arrows. Fig. 5 is a section on line 5-5 of Fig. 4.

MOLD SUPPORT. David A. Dodd, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 827,295.

This invention relates to apparatus for use in the molding of phonographic sound records, and more particularly in a molding process wherein a tubular mold is caused to descend into a bath of molten material which fills the mold and a coating of which congeals on the interior surface thereof and adheres to the same when the mold is removed from the bath.

In the use of the apparatus contemplated by the inventor the support enters the bath with the mold, and obviously upon the removal thereof its exterior will be coated with congealed material. If this material is allowed to set or harden thereon, it will be difficult to remove the



same. It is, however, necessary that this material be removed after each immersion, because otherwise it would increase in thickness with successive immersions and interfere with the molding operation.

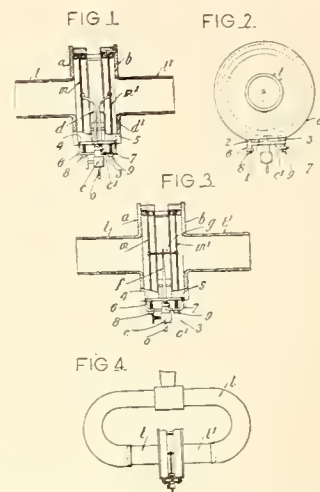
This invention has for its object the provision of an improved support from which the congealed material may be easily detached or removed.

Reference is hereby made to the accompanying drawing, which shows in sectional elevation one form of device in which this invention may be embodied.

SOUND BOX WITH COUPLED DIAPHRAGM FOR DISC TALKING MACHINES. Laurent Gardy, Perpignan, France. Patent No. 828,309.

This invention has for its object a sound box for disc talking machines in which two vibrating diaphragms arranged opposite each other are directly connected to a single pin-holder placed between them. By such a construction a double reproduction in two distinct horns or an amplified reproduction in one same horn can be obtained, as will be hereinafter explained. The same device can also be used as recorder.

In the annexed drawings, Fig. 1 is a longitudinal section of a form of construction of the sound box with coupled diaphragms. Fig. 2 is



a side view of the sound box. Fig. 3 is a longitudinal section of a slightly modified construction, and Fig. 4 shows the device by means of which a single horn can be employed in connection with the sound box with coupled diaphragms.

#### TALKERS IN SOUTH AMERICA.

Of the growing prosperity and importance of the South American countries to the talking machine trade, travelers' advices and observations on the spot are strongly corroborative. For example, in a recent letter from a well-known maker of "masters," he advised his company in the United States that if certain records proved successful in the reproduction one firm alone would order 100,000, another 20,000, and several 15,000 each. The writer declared the sale of American-made talking machine goods was phenomenal, and that the market was in its infancy. The buyers, however, insisted upon high quality, and that the practice of sending inferior records or imperfect machines would be a dead loss. He intimated that a word to the wise should be sufficient.



**Mr. Dealer:**

*If you want always to get the goods, send your orders to a house of exclusive*

**Victor Jobbers.**

**STANLEY & PEARSALL,**

541 Fifth Avenue, N. Y.

**WE ARE NOT GIVING AWAY HORNS**

But our Prices will Certainly Interest You.

**THE BETTINI PHONOGRAPH CO., Ltd.,**

156 West 23d Street, New York.

**EDISON PHONOGRAPHS**

JOBBER IN

RECORDS AND SUPPLIES

**VICTOR TALKING MACHINES**



## With the Makers, Sellers and Users of Automatic Specialties

### REVIEW OF TRADE CONDITIONS.

**Trade During the Past Month Has Shown Marked Improvement—Unusually Brisk Fall Looked For—Great Demand Abroad for Automatic Machines—Nickelodeons in Great Favor—Talking Machine Men Should Pay More Attention to Automatic Machines as There Is Money to be Made With Them.**

As the result of a general review, the slot machine business during the past month has shown a marked improvement over the past few months, and there is every indication of an early fall rush. Never since its birth has the automatic business been on so firm a basis. Reports show that last year there was an increase of 33 1-3 per cent. over any previous year, while 1906 up to August 1 has equaled the entire year of 1905. The manufacturers up to the present time have endeavored to stock up during the early summer months—in preparation for the fall demand. Up to the present time, however, they have been kept working under high pressure filling back orders, with no opportunity to prepare for the annual rush, which they are now facing empty handed.

An unusual demand prevails abroad for machines of American manufacture, and during the past year they have had practically a monopoly. Japan especially has proven to be a great market for slot-controlled devices of all kinds, and a number of arcades have been opened in Tokio and other large cities in that country. According to reports reaching this office there is a practically virgin field for slot machines throughout Greece. The names of parties who might be in-

terested can be obtained from the Bureau of Manufactures at Washington, D. C.

\* \* \* \*

The Nickel Theaters, or what are commonly called "Nickelodeons," are carrying the country by storm. In every city and on almost every prominent thoroughfare these shows are springing up. Already moving picture machines and films are at a premium, while song slides are in great demand. Arcade managers are fast learning the value of running one in connection with their parlors. At first they were a little dubious, believing no doubt that it would detract from their regular business. However, the fact that all the large establishments have taken them up certainly proves their first stand at fault. Moving pictures always did and always will hold a strong attraction for both young and old. These are the whole substance of the show, while if you have a good singer, illustrated songs give a desirable contrast and add interest. Through the new rental system now in vogue with the large film manufacturers, one can obtain a constantly changing programme which is necessary for any great returns, especially in small towns, at a very low cost. This idea is a splendid one for the talking machine dealer. Secure a store as near your place of business as possible, one, say, that will seat 100 to 300. Then during intermissions have your talking machine there and give selections from the latest lists of records. The illustrated songs will also be big boomers for your record business.

\* \* \*

We have often wondered at the backwardness of the talking machine trade in obtaining agencies for different automatic machines. It is

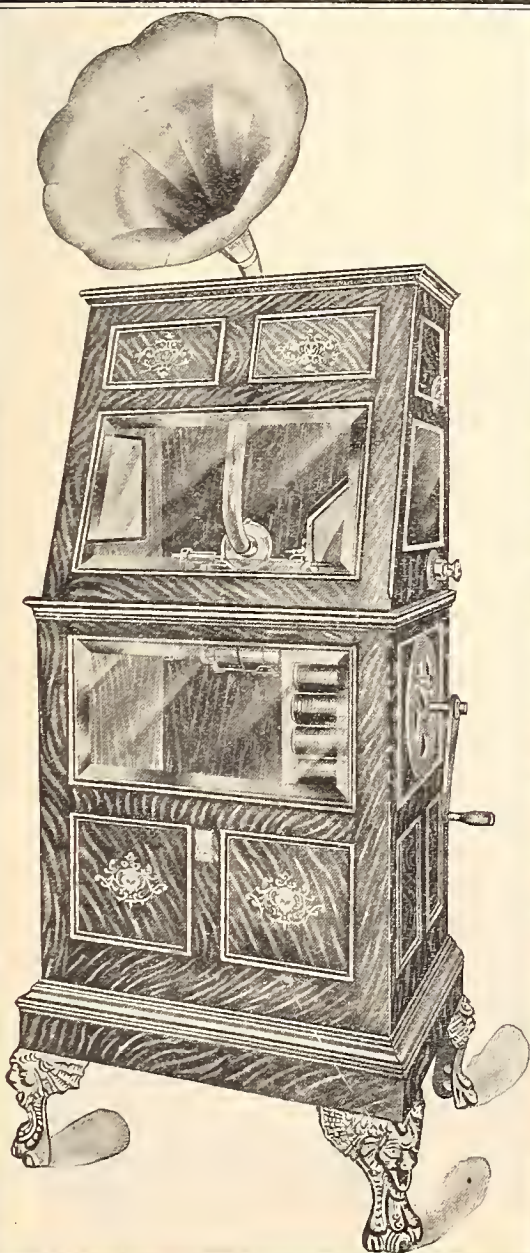
true that on some of them the profit to be derived from their sale is small; however that may be, they are but a drop in the ocean. Many of these devices, among which the automatic piano figures conspicuously, offer big inducements. Another line of whose tremendous possibilities this trade seems to be in ignorance, is that of the moving picture machines and films. These offer a steady and lucrative investment to those who handle them. Like the talking machine business, the films take the place of the record, and the sale of a machine means a steady customage for the former.

\* \* \*

We have regretted in some ways the evident failure of most of the touring car companies to keep things going. This has not been due to the lack of attractive qualities, but to poor management. Did you ever board a train at a terminal on a warm day, sit there jealously watching your neighbor to see if he was suffering as exquisitely from the heat as yourself, glance at your watch after five suffocating minutes, to find you have ten more to endure before you will catch a refreshing breath of cool air as the train lumbers out of the station?

\* \* \*

Well, so far our amusement managers have succeeded fairly in reproducing these delightful (?) discomforts of the globe trotter. Only in this case the train waits for the passengers, and the only change noticeable in the atmosphere, as at last you start on your travels, is perhaps a raise of twenty degrees in the temperature. Never mind the past, however, that can be forgiven, if the future warrants it. But here again the martyr is likely to be doomed to



## THE LATEST AND LOUDEST

### New Departure in Coin-Operated Talking Machines

Has the Columbia Twentieth Century Loud Speaking Graphophone, equipped with the best tone regulator on the market.

Uses any cylinder record on the market, including the new Columbia 6 inch B. C.

Operator has choice of 25 selections.

Simple in operation. Does not get out of order.

WRITE FOR CATALOGUE AND TERMS

## THE VICTOR NOVELTY WORKS

81 SOUTH JEFFERSON ST., CHICAGO



disappointment for the films used are too often old, worn-out subjects, cracked and scraped by constant wear, until when at last he is shoved out a side door, he is still wondering whether he has attended a dog fight or a christening.

The touring car in many places has undoubtedly been a big paying investment, and would continue so with proper care. But it is too much to expect of a person to submit himself to so veritable a sweatbox more than once under the circumstances, especially since he is paying for the privilege.

### THE PICTURE-PHONE A WINNER.

**Has Made a Tremendous Hit With Talking Machine Men—The Disk-o-Phone Is Another Favorite With a Big Future.**

The picture-phone which has but recently been placed on the market by Louis P. Valiquet has met with what is perhaps the greatest success accorded any machine of like character in years. Experts in this line have pronounced it the greatest hit in the amusement field. However worthy this machine may be of praise, we must devote some of our attention to a new product of Mr. Valiquet's fertile brain.

Knowing the enormous demand for a slot-controlled talking machine, which could be used both with ear tubes for arcades and an amplifying horn when used in hotels, cafes and other public places, Mr. Valiquet designed and perfected the machine, which he has aptly called, "The Disk-o-Phone." This instrument is simplicity itself in construction, insuring against balking, breakdowns and other disturbing and costly weaknesses and reduces to a minimum the cost of maintenance and operation; motors built on the same lines by them are known to have been running for ten years without costing one cent for repairs. This is an important item. All parts of the disk-o-phone are easily accessible by simply opening the front or back panels and raising the top. There are no springs to break, no storage batteries, coils or other cumbersome and unnecessary machinery to get out of order.

The electric power is applied directly to the turntable shaft, and the machine is governed absolutely by the only scientific worm-screw governor ever invented, which is a positive guarantee of a natural and actual reproduction of the original tones. The speed will not be affected by fluctuations of voltage.

The sound reproducer is entirely new and specially constructed for the disk-o-phone, and according to the inventor produces a volume of sound much greater, clearer and more distinct than any machine of similar character. It can be diminished or increased at will by a single turn of a simple and perfect sound modifier attached to the ear tube connection.

The quality of the reproduction is a pure, round, natural musical tone, which the trade has long been looking for. Victor or Zonophone 10-inch records can be used on this machine. The disk-o-phone can be made to operate for any coin desired.

Talking machine dealers can derive a large profit by handling either the picture-phone or disk-o-phone; they will prove great sellers among arcade, cafe or other men who have stores or public places, and we firmly believe it would be a wise move for every talking machine man to look into this matter further.

### VICTOR NOVELTY WORKS

**Have Just Put a Clever Coin-Controlled Talking Machine on the Market Which Is Destined to Command Trade Attention.**

A new coin-controlled talking machine embracing some new and desirable features has just been put on the market by the Victor Novelty Works, 79-81 So. Jefferson street, Chicago, and is illustrated elsewhere in this issue.

The cabinet is a handsome one of quarter-sawn oak. The inside of the upper part of the cabinet has a mirror, and there are beveled French plate glass panels in front, giving a full view of the operating mechanism, including the unique revolving record magazine. This magazine has twenty-five black enameled wood holders,

each accommodating a cylinder record. The patron of the machine thus has a choice of twenty-five selections. He drops his nickel in the slot and sets the indicator on the metal dial, on the side of the machine, at the number he wishes to hear. The record previously played is at once automatically shifted back to its place in the magazine, the latter revolves, and the record desired is shifted onto the mandrel and the selection issues forth from the large horn at the top of the cabinet in the distinct and voluminous tones of the Columbia Twentieth Century Graphophone with which the machine is equipped. The volume of tone can be diminished as desired with an up-to-date tone regulator. The man who wants to "work" the machine will find that all steel and iron slugs will be rejected and deposited in a separate receptacle from that provided for the nickels. This is accomplished by means of a magnet. Any cylinder record can be used in the machine, including the new Columbia 6-inch B. C.

### ORDERS STEADILY COMING IN.

Since the appearance of their ad. in last month's issue of The Talking Machine World the New York Vitak Co. have been literally overwhelmed with orders, inquiries, etc. But they have wisely taken the stand of dealing exclusively through jobbers, sending one outfit to each dealer as a sample. They have so arranged their prices that a liberal profit is allowed each.

We can easily understand the general belief that this machine must be a toy on account of the low price it is sold at, but if one saw it without knowing its cost it would certainly be estimated at \$15 to \$25. The most attractive feature about handling this line is the steady and profitable business that can easily be built up on the film end of it. These films are of various lengths, and retail at 10 cents per foot. The short ones, 10 to 20 feet, are what are called endless; that is, the ends are joined and the pictures can be run for any desired length of time.

Talking machine men should be interested in this proposition on account of its close relation to their own business.

# TAMMANY CONCERT GRAND

## A WIRELESS PIANO



**C**oin operated or adapted for the production of music for all purposes.

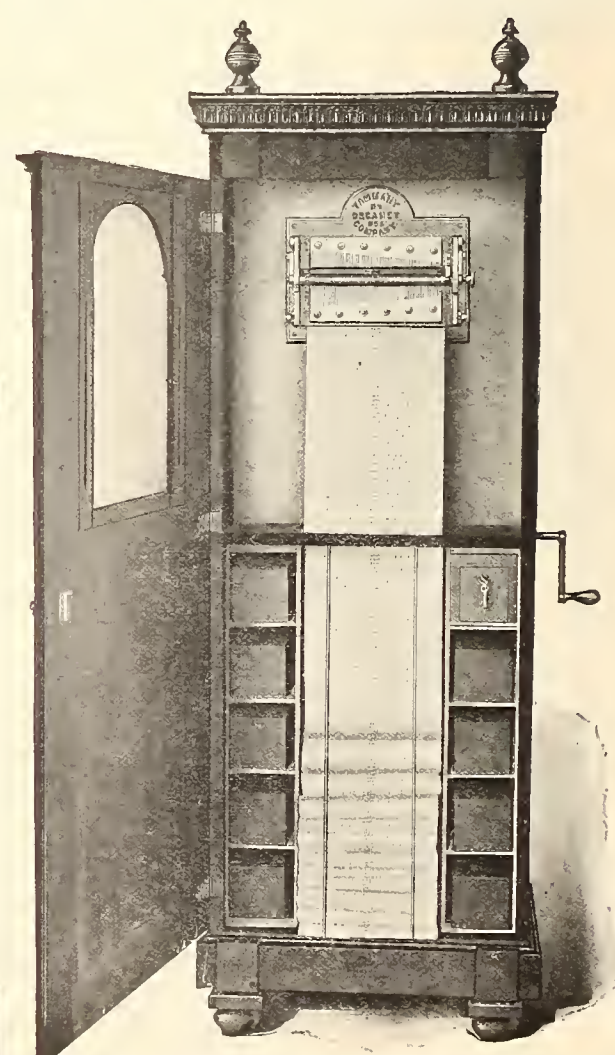
Operated by spring weight or electricity. A large and powerful instrument of marvelous simplicity and low cost.

**SEND FOR CIRCULARS**

**Etc.**

**TAMMANY ORGANET  
COMPANY**

**STAMFORD, CONN., U. S. A.**





## TO MAKE AUTOMATIC MACHINES.

New Company to Make and Operate Them  
Files Articles.

(Special to The Talking Machine World.)

Grand Rapids, Mich., Aug. 4, 1906.

The B. & M. Automatic Co. have filed articles of incorporation in the County Clerk's office. The concern will manufacture and operate automatic machines and devices for weighing and vending and the production of music. The capital stock is given at \$10,000, which is divided into 1,000 shares of the par value of \$10 each.

Of this amount \$5,000 has been paid in in cash. The stockholders are H. G. Bedford, L. J. Bedford and Charles D. McDonald, all of Grand Rapids.

## NEW IMPROVED MUTOSCOPE.

This Big Money Maker Is Proving a Great Favorite With the Trade—Possesses Many Features of Interest That Commend It.

The American Mutoscope & Biograph Co., of this city, are to be congratulated on the new improved model E mutoscope. These money-making machines have from the first been recognized by arcade men as a most necessary part of their equipment; in fact, no parlor in the world is considered complete without a goodly supply of them. But unlike some, this company were not content to rest on past laurels, but strove to make a machine which in every way would be the acme of perfection. The type E mutoscope is the realization of this effort. The new iron cabinet finished in silver aluminum is much handsomer and more artistic than any heretofore in use. It will be noted from the cut in their advertisement that the base of the pedestal is raised considerably above the legs, giving an opportunity for cleaning beneath the machine. Radical changes have been made in the upper cabinet. The old style safe, which

necessitated opening the cabinet door in collecting the cash, has been done away with, and the money now falls direct into a cash drawer at the top of the pedestal, from which it may be rapidly collected. By means of this improvement the attendant in working about the mechanism of the machine has no access to the money. The slot device, whereby the penny first struck an anvil and then bounded to its position, has been changed to a direct contact.

The driving gear is made larger and more positive, and its contact with the worm gear on main shaft is wider. The friction discs have also been changed, giving greater bearing surface.

## MECHANICAL FIGHTER A WONDER.

Not Only Does It Deliver Straight Leads and Counters, but Varies These with an Occasional Uppercut—Blows Rained with Speed.

Prize fighters who are looking for new victims to conquer may now try conclusions with a versatile gentleman who is now introduced to the public in somewhat of an impersonal way as "the mechanical prize fighter." So far as outward appearances are concerned, the fighter bears resemblance to a human being, and its movements are well calculated to puzzle the most alert boxer. Not only does it deliver straight leads and counters, but it varies these with an occasional uppercut, and its blows are rained with a speed and power that are the envy of the professional boxer.

This machine does not give warning of a coming blow by a preliminary backward jerk, nor can the opponent escape these blows by sidestepping, because the automaton will follow him from one side to the other. At each side of the opponent is a trap door, connected with the base of the machine in such a way that when he steps on one or other of these doors the machine will swing around toward him.

The arms of the mechanical boxer are fitted

with spring plungers, which are connected with crank handles, turned by machinery. Separate cranks are used for the right and left arms, and they carry pulleys between which an idle pulley is mounted. These pulleys are connected with the main driving pulley by a belt, which is shifted from side to side, bringing first one and then the other of the boxing arms into action.

The belt shifter is operated by an irregular cam at the bottom of the machine, and this gives no inkling as to which fist is about to strike. Aside from this the body of the boxer is arranged to swing backward or forward under the control of an irregular cam, so that the blows will land in different places on the opponent; for instance, a backward swing of the body will deliver an uppercut.

The machine is driven by an electric motor, and can be made to rain blows as rapidly as the best boxer can receive them, or it may be operated slowly for the instruction of the novice. As the machine is fitted with spring arms and gloves, an agile opponent can ward off the blows and thus protect himself.

## RECENT INCORPORATIONS.

Telegraph Improvement and Securities Co., Manhattan, has been incorporated at Albany to manufacture and deal in and operate telegraphones, telephonographs, etc.; capital \$2,000. Incorporators: F. F. Phillips, Jr., W. M. Killeen and W. D. Eaton, all of New York City.

The American Automatic Machine Co., Fall River, automatic machines; capital, \$100,000. President, Joseph T. A. Eddy, Providence, R. I.; treasurer and clerk, Israel Brayton, Fall River, Mass.

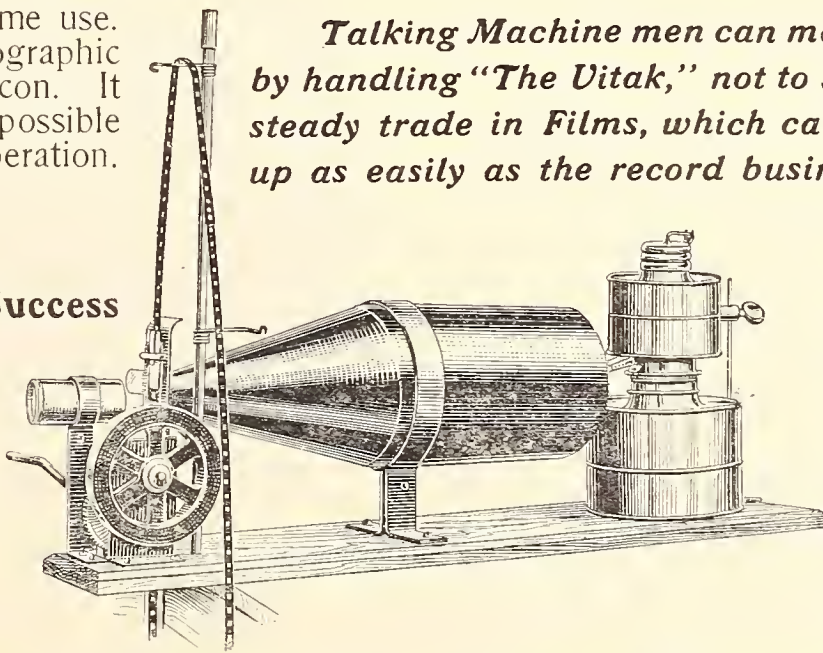
The New York Vitak Co., New York (moving pictures); capital, \$50,000. Directors: W. E. Waddell, Joseph Johnson, Jr., and L. T. Waddell, New York.

# THE AUTOMATIC MARVEL OF THE AGE The Vitak Moving Picture Machine

This machine is constructed for Home use. It throws a moving picture from a photographic film. Can also be used as a Stereopticon. It is so constructed that not the slightest possible element of danger enters into its operation. Any child can operate it.

## "The Vitak" Has Proven An Instantaneous Success

Since the appearance of our wonderful offer in the August issue we have been overwhelmed with orders for sample outfits. To Dealers sending us \$4.00 with order for sample Vitak Moving Picture Machine and Stereopticon, we will send one 10 foot Film gratis.



*Talking Machine men can make money by handling "The Vitak," not to speak of a steady trade in Films, which can be built up as easily as the record business.*

Only one outfit will be sold to each dealer. All subsequent orders must be placed through your Jobber.

For Further Particulars Address

**NEW YORK VITAK CO., Inc.,** 10 Barclay Street  
NEW YORK CITY



### USES FOR MOVING PICTURES.

Uncle Sam Writes History with Them—Also "Advs."—Epileptic Fits Photographed for the Use of Medical Students—Uses Found by Big Corporations for Moving Pictures—Films That Cost Thousands of Dollars.

The United States Government is trying to get recruits for the army and navy by exhibiting in interior towns and cities moving picture representations of the daily life of the sailor and soldier. As far back as 1889 moving pictures were used to record an eclipse in South America. Another Government use of moving pictures is to make records of the daily life of many tribes of Indians which are rapidly becoming extinct.

The same thing has been done with some of the remaining herds of wild animals in the West, which also will soon have disappeared, such as the buffalo, elk, etc.

Dr. Walter G. Chase, of Boston, took a moving picture machine some time ago to the Craig colony of epileptics at Sonoma, N. Y. He remained there for two months watching his chances. He succeeded from time to time in getting many moving pictures showing patients in epileptic fits. The value of these photographs as a means of demonstration to students is very great, for in no other way could an accurate illustration of the various forms of epilepsy be presented at a moment's notice.

Not long ago a man had moving pictures taken of the working of a car seat of his invention side by side with that of another car seat, which he alleged infringed upon his patent. By means of a thumb book of pictures showing the workings of the two seats he clearly proved his contention to be true in court and won his case.

An odd use of such pictures was found the other day by a rowing coach. His crew had been photographed while going at full speed by a moving picture machine. Afterward in looking slowly over the photographs he discovered one of the oarsmen right in the act of a faulty movement. He declared that never had he been satisfied with that particular oarsman's stroke, yet could never tell exactly where the trouble lay. But, the mistake having been made clear in this manner, it was soon remedied.

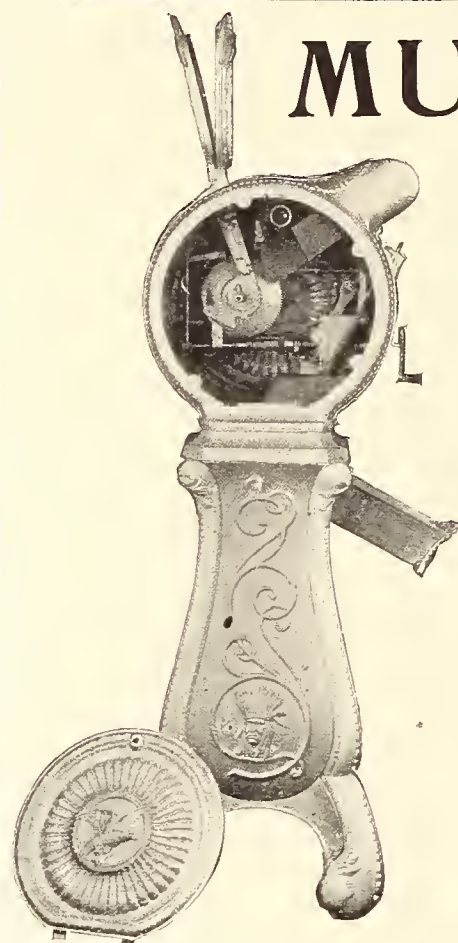
The United States army has had pictures taken of soldiers going through the manual of arms.

Thumb books with these pictures are made up and furnished to the recruit, who by looking carefully through them can easily trace every minute movement that goes to make up the completed action.

Football coaches use similar means to show new men the best methods of kicking the ball. A crack punter goes through the form of kicking the ball, and every movement is faithfully

recorded by the machine, which furnishes the beginner with better insight of the art of kicking than all the coaching in the world.

Nowadays many of the big corporations have moving pictures taken of the workings of the various departments of their plants. Before the subway was open to the public August Belmont had the subway photographed on a trip from the City Hall to 42d street.



TYPE "E" MUTOSCOPE.

## MUTOSCOPES

**New Model  
Type "E"  
Price \$50.00**

### IMPROVEMENTS

1. Artistic iron case.
2. Money box entirely separate from mechanism.
3. New style sign frame.
4. Direct coin contact.
5. Lighter weight.
6. Open space on floor.
7. Large driving gear.

The above are a few of the points distinguishing the new Model "E" machine over previous types. Pronounced by all arcade men the acme of perfection. Now ready for delivery. Send for new illustrated folder.

Bargains in Second-hand D. Machines at \$28.00 cash.)

**American Mutoscope & Biograph Co.**

11 E. 14th Street, New York.

PACIFIC COAST BRANCH: 2623 W. PICO STREET, LOS ANGELES.

## Some Progressive Makers of Automatic Specialties

**Do you want more Profit?**

Get **THE NICKLIN** The best  
Coin Operated Piano  
in the World

This is a First-class Upright Piano—Can also be played by hand in the usual way

Manufactured by

**Neola Piano & Player Company**

General Offices, 201-203 East 49th Street, New York



Coin Operated Talking Machines  
Coin Operated Illustrated Song Machines  
Coin Operated Machines of all other types

**THE ROSENFELD MFG. CO.**  
591 HUDSON STREET, N. Y. CITY

**American Mutoscope & Biograph Co.**  
11 E. FOURTEENTH ST., NEW YORK  
**The Mutoscope** Oldest and Best Known  
Slot Machine

"The Backbone of the Automatic Parlor Business"  
Showing Moving Pictures in their Most Attractive Form

## THE PIANOVA COMPANY,

Manufacturers of

**44 AND 65 NOTE ELECTRIC PLAYERS**

with or without nickel in the slot attachment

**SECURE THE AGENCY NOW.**

117-125 Cypress Avenue,

New York.

### Special Hardened Black Cylinder B & R RECORDS

Talking or Vocal, best talent, Spencer, Murray, Collins, Harlan, Macdonough and others. Your Own Name on Announcement on the record, in 100 lots, 21c. each.

A fine chance for dealers to advertise themselves. We furnish all the Phono. Parlors in the U. S.

**THE BURKE CO., 334-336 Fifth Ave., Brooklyn, N. Y.**

Every Manufacturer in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the October list.



# The Greatest Money Makers

## EVER PRODUCED.

### "The Picture=Phone"

AN INSTANTANEOUS SUCCESS.

Recognized by experts as **The Biggest Hit** in the Amusement Field.

### "The Disk=O=Phone"

CAN USE ANY 10 INCH RECORD.

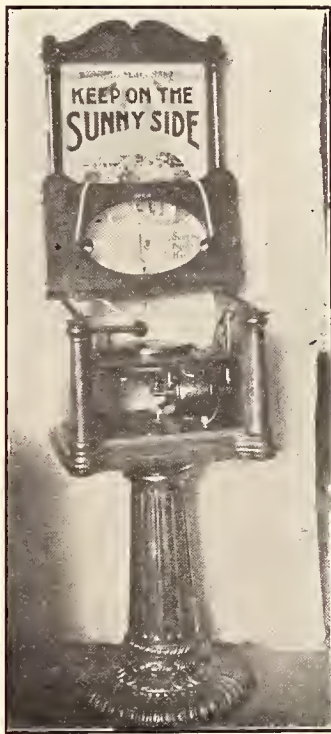
Reproduces a full, round, natural musical tone. *Just what is wanted* for Arcades, Cafes, Hotels, Depots, and Resorts of all kinds.

They



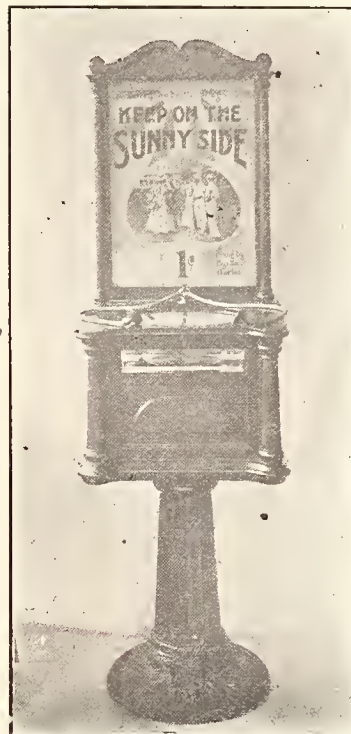
THE PICTURE-PHONE.

Get



DISK-O-PHONE OPEN.

the



DISK-O-PHONE CLOSED.

Money

The Picture-Phone is a distinct revelation in the illustrated song type of slot controlled devices. The Disk-o-Phone is the *first and only* successful automatic coin operated, slot controlled Talking machine using *Disk Records* and *Permanent Needle* ever produced.

In both machines *One Record* and *One Needle* will reproduce perfectly at least 800 times.

What was formerly considered an impossibility is now a reality; what the trade has waited years for, hoped for, dreamed of, at last is here. *Our machines combine simplicity, accessibility, automatic precision, minimum cost of maintenance, perfection in results. Direct or alternating current can be used.* By actual demonstration the Picture-phone and Disk-o-phone placed side by side with other machines have produced 33½ per cent. better results.

Talking machine dealers can make big money by handling our machines.

LIBERAL DISCOUNT TO THE TRADE.

WRITE FOR CATALOGUE AND PARTICULARS.

## Valiquet Novelty Company,

50-58 Columbia Street,

Newark, N. J.



A 500-horse-power electric converter connected with the third rail was placed on a flat car, back of which on another car rested a battery of lights of 80,000 candle-power. At a banquet shortly after of the rapid transit officials and engineers this reproduction was exhibited.

One of the best things of this kind was the reproduction of a scene in the forging room of the Westinghouse Co., which was shown after a banquet of the officials of the concern at the Waldorf-Astoria. The pictures showed the welding of a giant ring of iron used to encircle one of the largest dynamos.

The lights for taking the pictures were so arranged that every single detail stood out with remarkable clearness. One could almost imagine that he was looking at the actual scene. There were half a dozen workmen busily engaged in the work of welding the huge piece of metal, which was suspended from a traveling crane in such a way that it could be handled easily and quickly, and every part of the work was shown from the moment the metal left the forge until the finishing touches were made by means of a large trip-hammer.

As a demonstration it was in every way as clear as if one had been standing in the work-room. One of the striking features of the representation is the fact that at no time during the ten or fifteen minutes necessary to forge this piece of metal did any of the workmen glance in the direction of the picture machine or in any way show that they knew every action was being photographed.

A most complete series of moving pictures were taken to show the operation of the different departments of the New York Life Insurance Co. One of these shows the employees filing out of the main stairway at the end of the day. Another illustrates a meeting of the board of directors. This shows President McCall preceding the directors into the room. He is followed by Alexander E. Orr, George W. Perkins and others.

The costliest negative ever taken by one moving picture concern shows the occupation of Pekin by the foreign soldiers during the Boxer

rebellion. A photographer took pictures of the allied troops as they scaled the walls of the city. That film cost \$7,000.

Many of the films taken of the Boer and Japanese wars were almost as costly. On one occasion the vessel bearing a film to the United States was not moving fast enough, and the agent of the moving picture company demanded more speed. This was furnished, but as a result the company received an additional bill of \$500 for forced draught.

Another interesting picture was that taken of President Underwood, of the Erie Railroad. An annual banquet was to be given at the Waldorf-Astoria by the Erie Railroad officials. President Underwood found that other engagements made it impossible for him to attend, so it was suggested that a moving picture be taken of him and exhibited on the night of the dinner.

He consented and was photographed making a five-minute speech. This reproduction was shown on the night of the dinner, and made a great hit. It is said to be the only occasion of the kind when Mr. Underwood ever made a speech.

The greatest picture ever taken was that of the fight between Jeffries and Sharkey at Coney Island in 1898. The film was 37,125 feet long—over seven miles. On this were 198,000 photographs, and the machine ran continuously for 110 minutes.

Some idea of the cost of this film, according to a writer in the Sun, may be had when one learns it is estimated that the total expense per minute of running the machine is \$50. The film is used at the rate of 74 feet a minute, and costs 25 cents for each foot.

Usually in taking pictures of long duration three machines are used, two in operation and one in reserve. The films come in lengths of 250 feet, and the machines alternate. The size of the photograph on the latter-day moving picture film is 1 inch wide by  $\frac{3}{4}$  inch high. This size is used for ordinary work, but when especially fine photographs are to be taken they measure  $2\frac{3}{4}$  by  $2\frac{1}{4}$  inches.

#### SATISFIED NICKLIN CUSTOMERS.

The enterprising music house of Breman & Shepard, Clinton, Iowa, ordered a "Nicklin" electric piano, manufactured by the Neola Piano & Player Co. 201-203 East 49th street, New York, and after receiving same sent a letter, copy of which is below:

August 2, 1906.

Neola Piano & Player Co.:

Gentlemen—We wired to-day for three "Nicklin" pianos, same voltage as in previous order. We sold the Nicklin shipped us, and will sell a good many more. We want this territory. The piano sold here is giving satisfaction—took in \$15 in one day. We want to get the balance of business to be had here. Mail us at once catalogues for the Nicklin and Nicklin music. Ship as soon as possible. These goods are sold—in fact, we have the orders for them. Trusting you will make prompt shipment, we remain,

Respectfully,

BREMAN'S MUSIC HOUSE.

Clinton, Iowa.

Here is one more from Missouri:

Odessa, Mo., July 13, 1906.

Neola Piano & Player Co., New York:

Gentlemen—We are more than pleased with the "Nicklin" you sent us. Had but little trouble in getting it started. Have delivered it, and got the "stuff" we are all looking for. Everybody likes it. Think probably we can sell another. We will do our best. Thanking you for the assistance you have given us in this matter, we remain,

Yours respectfully,

FINE & REED.

#### HOW HE LOVED HER VOICE.

Sweet Young Thing—Yes, Jack had me talk into his phonograph so that he could hear my voice when I was away.

Dear Friend—Possibly he recorded your voice

in that matter in order that he might have the satisfaction of stopping it when he got tired listening.

#### PRICE REDUCED

## Burnt Leather POST CARDS

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered the Talking Machine trade.  
TRIAL ORDER—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for \$3.10 cash. Retail everywhere at 10c. You make a clean profit of \$6.90.

**Risley-Bird Mfg. Co.**

94 Fifth Avenue,  
New York.

## THE "PHONO TRADER AND RECORDER"

Editorial, Advertisement and Publishing Offices:—

1 & 2 WHITFIELD STREET, FINSBURY,  
LONDON, E. C., ENGLAND.

The "Phono Trader and Recorder" is published exclusively in the interest of the Talking Machine and Allied Trades. It contains usually from 70 to 80 pages of valuable and interesting matter, comprising list of all records issued monthly by the leading companies, minute descriptions (with drawings) of new patents, together with various special articles, interviews, etc., and items of news from all quarters relating to the Phono industry. Printed on art paper, and splendidly and profusely illustrated.

Annual subscription, post free, three shillings, which includes also the "Pick of the Basket" supplement of Record Reviews, a copy of which is inserted in the "Phono Trader."

We shall be glad to supply a specimen copy.

## To Talking Machine Dealers

The MUSIC TRADE REVIEW is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise news, music publishers' department and talking machine trade. A special technical department is a regular weekly feature of the publication. A vast amount of valuable information is contained in each issue. The REVIEW has won higher honors at the great expositions than have ever been won by any other publication in the world.

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**EDWARD LYMAN BILL**

Publisher. 1 Madison Ave., New York



Largest and  
Oldest

Talking  
Machine  
Journal

in Europe

SAMPLE COPY FREE

SEVENTH YEAR  
PUBLISHED WEEKLY

Subscription: per annum 8 Mark

PUBLISHER

**GEORGE ROTHGIESSER**

BERLIN W. 30

John Bull's Message to Uncle Sam

GOOD LUCK TO YOU, BOYS!

I want to call your attention to "THE TALKING MACHINE NEWS," which circulates throughout the whole of the British Islands, and goes all over the world besides. Contains all about everything relating to talking machines, and is invaluable to manufacturer, jobber and dealer alike. "The Talking Machine News" is published on the 1st and 15th of each month during January, February, March, October, November and December, and on the first of each month during April, May, June, July and September. Annual subscription, one dollar and ten cents. Specimen copy free on request.

The Publisher,

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# *A Wide-Awake Dealer*

## *Is one who gets all the Money all the Time*

You have no three lines on your floor which will pay equal profit  
or one-half as quick returns for the amount of effort given as the

# *PEERLESS*

## *Coin-Operated Pianos*



STYLE D.

This piano paid for itself in nickels in three months and twenty-one days

WRITE FOR OUR NEW CATALOGUE  
"EASY MONEY"  
FULLY ILLUSTRATED

### HIGHEST AWARDS GOLD MEDALS

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St. Louis, 1904

Portland, 1905



STYLE 41.

This piano took in \$1,950.00 in exactly twelve months

# *ROTH & ENGELHARDT*

(PROPS.)

## *PEERLESS PIANO PLAYER CO.*

(Originators of the first successful coin-operated pianos)

*Windsor Arcade*

*Fifth Avenue*

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Factories : St. Johnsville, N. Y.





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Whenever the name Edison is mentioned it creates interest.

Whenever the Edison Phonograph is used it attracts attention.

If you are not developing your trade in the Edison Phonograph, you are not realizing the possibility of Phonograph sales in your neighborhood. There are places where an Edison Phonograph may be sold where no other phonograph can be sold, because Edison Phonograph advertising has convinced people that of all phonograph ideas the Edison is the best.

It is the best because it has the best Phonograph.

It is the best because its Records are keenest, surest, most audible and most pleasing.

It is the best because there is a handsome profit for you—the dealer—in it, and because with every sale you create a chain of continuous business by selling Edison Records.

**National Phonograph Co.,** 59 LAKESIDE AVE.  
ORANGE, N. J.

New York Office, 31 Union Square.

### FOLLOWING ARE THE JOBBERS IN EDISON GOODS IN THE UNITED STATES AND CANADA:

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Edison Phonographs and Records are sold to the trade in Great Britain by the National Phonograph Co., Ltd., 25 Clerkenwell Road, London, E. C.



# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, October 15, 1906



**"Baked-on Enamel"**

The  
— Only —

**Satisfactory Finish**



## THE TEA TRAY COMPANY OF NEWARK, N. J.

Makers of the Most Handsomely Finished and Brilliantly Colored  
Horns on the market. Colors are absolutely permanent, do not  
fade or rub off. You can make a fine window display with our  
goods, as they are not damaged by exposure to light. :: :: ::

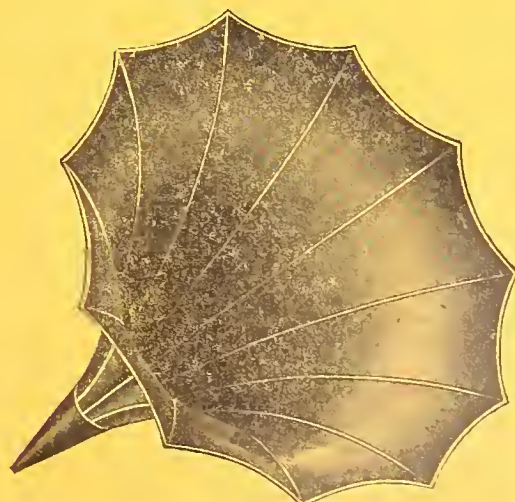
## AMPLIFYING HORNS AND HORN CRANES.



ALL HORNS BEARING  
THIS TRADE MARK



ARE FINISHED IN  
"BAKED-ON" ENAMEL







# WARNING!

If You Do Not Send Us  
Your Orders At Once For

## American Records

To Meet The Large Holiday Demand We  
Cannot Guarantee Prompt Shipment .

### INDIAN RECORDS

ALL THE  
OLD SONGS  
NEW ONES  
TOO



It Is The Same Story Every Season—LARGE  
ORDERS—SMALL STOCK.

Are You Going To Be Caught Again This Year ?

---

AMERICAN RECORD COMPANY  
HAWTHORNE, SHEBLE & PRESCOTT

Sales Managers

SPRINGFIELD,

-

-

MASS.



# The Talking Machine World

Vol. 2. No. 10.

New York, October 15, 1906.

Price Ten Cents

## ADVANCE IN LOS ANGELES.

**Mr. Richardson Discusses the Talking Machine and Its Use by Leading People in the Musical and Artistic World in Los Angeles—Makes a Strong Case.**

(Special to The Talking Machine World.)

Los Angeles, Cal., September 3, 1906.

One of the unique features of the musical year in this city has been the "arrival" of the talking machine as an artistic instrument. Music lovers scoffed, teachers ignored utterly, celebrated personages smiled indulgently—a year or two ago. Yet, when the celebrated personages, for superb emoluments, descended and held actual converse with the humble talking boxes, the music lovers listened and the pedagogues were finally forced into line.

Two or three reputable firms, working industriously to improve the marvelous but squeaky original models, have in large part overcome many of the elemental defects, and have accumulated colossal record libraries of great music, from every country in the world, by the world's greatest vocalists and instrumentalists, and by several of the greatest orchestras and bands.

W. H. Richardson, of the Southern California Music Co., has made a specialty of phonographic art work during several years, and has seen the instrument rise from the humble station of a mere toy to a position of interpretative eminence. In a chat with a Times man he held an interesting story of its progress:

"Only a little while ago," said he, "one never saw real musicians in a talking machine shop. We had records for the inartistic element among the populace, and lots of things for the children, but no one took us seriously. And I admit a great deal of it was the fault of the talking machines themselves. They squeaked dreadfully, and when they did go in for serious music, it was generally by cheap performers, and was an awful bore.

"Consequently, when the revolution came, it took months and months to convince the people or to get them to even let us give them a hearing. 'Can any good come out of a talking machine?' was the motto of most of them, and coon songs and cheap vaudeville trash continued in the largest sale, while the few good records accumulated dust upon the shelves. The companies that persisted in making good records, all the while improving their machines, are the only ones that survive to-day, or at least, are the only ones who manufacture and sell on a large scale.

"Probably no city has a larger record loving public than Los Angeles. Thousands of dollars are spent every month here for new music, and the bulk of the trade has turned, in the past twelve months, toward the finest records. I know several men here who have the voices of every great living singer in their lists, with grand opera collections representing a larger outlay than an expensive automobile. Teachers, who were the slowest in turn, are gradually being convinced, and at least two or three prominent instructors in this city have coached to good advantage from genuine-made records."

Typical American enterprise has been exhibited by talking machine agents here in procuring some of their novelties. Among the newest records are musical transcripts by the choir of the Sistine Chapel, the Imperial Court Orchestra of St. Petersburg, the National Band of Mexico, the Garde Republicaine band of France, and the complete chorus and orchestra of the Metropolitan Opera House.

## BARTLETT CO.'S HANDSOME SHOWROOMS.

The Bartlett Music Co., Los Angeles, Cal., have recently fitted up their talking machine de-

partment with six separate salesrooms, divided by heavy plate glass partitions and directly connected by a passageway. By this system it is possible for two salesmen or even one to handle five or six different customers, as an assortment of records placed in each room enables the various machines to be readily tested in a way to ensure sales.

## AMBITION AND QUALITY WIN.

**Impossible to Win Out Without Ambition—Aim to be a Leader—To Handle the Goods That Will Bring the Best Trade.**

You will never succeed without ambition. The man who is content just to take things as they come will be a "hewer of wood and a drawer of water."

Make up your mind to be the first man in the trade where you live. Aim to do better business, more of it and at a better price than any of your competitors, and you will soon be at the top of the ladder. You have to hustle in this age if you mean to get on. Hustling never means "slopping."

There are people who think that if they wriggle through somehow they are doing all right. The palm is awarded to the man who is most diligent and persevering. Don't be afraid to ask a good price for your goods. The world is always ready to pay for quality. Don't forget that when you are buying. Give your customers the right goods, do business in a straightforward way, and they will return again with a pleased smile when wanting anything in your line.

## MESSAGE FROM CANAL ZONE

**By Means of Talking Machine Record—Conditions Not as Bad as Painted.**

A Buffalo lady, Mrs. Caroline Cook, recently received from her son, Charles B. Cook, located in the Panama Canal Zone, at Culebra, an extended message on a talking machine record. The pleasure the mother derived from hearing the actual voice of her son at such a distance can well be imagined, and the experiment opens a new and broad field of talking machine usefulness.

In regard to general conditions on the Isthmus, Mr. Cook spoke in part as follows: "The climate and conditions of the Canal Zone have been greatly misrepresented. The dry season is merely six months of Buffalo's July and August, and the wet season about six months of April and May. There is considerable malaria at this time. I have so far escaped sickness in any form, and see no reason why I should not continue in good health. At the present time I see no reason why any one should not be able to make this a permanent home. It is always summer, and when the improvements, sidewalks and roads are completed, Culebra will be as fine a place to live in as any in the world."

## KNOWLEDGE OF LANGUAGES

**Can Easily be Placed in the Possession of Americans if They Take Brian Dunne's Advice—Some Pertinent Pointers.**

"This is the day of reforms, and one of the most needed in this country, in my opinion, is the establishment of some kind of Civil Service Commission which shall examine Americans as to their knowledge of languages before they go abroad. This may savor of Imperialism, but the National Pride would have Uncle Sam respected through other means than the 'Big Stick.'"

Such was the declaration of Brian Dunne, formerly a European newspaper correspondent, and now touring the world, propagating the

study of language through the use of the talking machine where native teachers are difficult or expensive to secure. "I well remember," he continued, "ten years ago I myself traveled to Europe to learn modern languages, finding it too expensive and difficult in this country. But the wonderful improvements in the talking machine in recent years and the efforts of language experts have now made it as easy to learn to speak French, German or Spanish as it is to speak English.

"The talking machine talks these languages into our ears, and all we have to do is to listen. Any one who is not deaf, can learn in this manner and with about as much effort as it requires a forefather to learn English while walking around one of the cities. Any one can find time, because the talking machine can be used in one's bedroom and while one is undressing or taking a bath, you can devote a few minutes a day and you will soon be able to speak phrases that will amuse, instruct and benefit you.

"Charles V. of Spain used to say, 'As many languages a man knows, so many times is he a man.' Acquiring a foreign tongue is indeed acquiring a new soul, and what greater development can one desire?"

## HISTRION'S NEWEST WRINKLE.

**Receive Instructions on New "Turns" Through the Talking Machine.**

A team of vaudeville artists at present doing a sketch in the lighter vein on one of the leading circuits, contemplate giving up straight comedy work when their present booking expires in January, and go in for a dramatic act. They recently had a difficult one-act play written for them, and were rehearsing their parts under a well-known stage director in New York when their contract called them to the western edge of the circuit for several consecutive weeks. In order to perfect themselves in the dramatic dialogue along the lines laid down by their instructor, they had him speak the parts with proper intonation and effect into a phonograph and carry the records with them in order that they may have his guidance while out of town. The experiment will be watched by performers who, having trusted to their own devices when rehearsing a new act on the road, met with dismal failure at the first performance on the Great White Way.

## ARRANGES FOR HIS FINAL BENEDICTION.

According to a Missouri paper, Rev. Daniel Bassett Leach, of Bone Gap, Ill., who for seventy years has been noted for the extreme length of his prayers, delivered as though through a megaphone, has recently dictated into a talking machine his favorite benediction, with the request that it be reproduced as a fitting ending to his funeral service when his demise occurs. It will be noted the story comes "from Missouri," where they "have to be shown."

## W. D. ANDREWS OPENS IN BUFFALO.

The latest addition to the talking machine jobbers in Buffalo, N. Y., is W. D. Andrews, who has opened a store at Seneca and Wells streets with his brother, C. N. Andrews, as manager. W. D. Andrews conducts a successful talking machine business in Syracuse, N. Y., handling Edison and Columbia goods, and is well known to the trade throughout New York state.

The Columbia Phonograph Co., who already have 150 branch stores in all parts of the world, 100 in this country, contemplate opening many new stores within the next year. All records for the European trade are now made at the new London factory of the company.



# HORN CRANES

**WE** manufacture a complete line of Horn Cranes, so as to place our attractive styles within the reach of all intending purchasers.

All our cranes are strongly made and handsomely finished.

No. 4	Horn Crane	.	.	.	.	List Price	\$1.25
No. 5	" "	.	.	.	.	" "	2.50
No. 6	" "	.	.	.	.	" "	1.50
No. 7	" "	.	.	.	.	" "	3.00

Prices on H. & S. Horn Cranes are established, both dealer and jobber make money in handling and secure satisfied customers.

---

NOTE.—Our patents on Horn Cranes, covering features at present embodied in our product as well as many other designs, have all been allowed. Our attention has been called to several Cranes at present on the market, which are directly infringing our claims. We propose shortly taking legal action against such parties as are at present infringing our rights either in manufacturing or handling an infringing horn crane, and hold them strictly accountable.

**HAWTHORNE & SHEBLE MFG. CO.**  
**PHILADELPHIA, PA.**



## JONAS SOLVED THE PROBLEM.

How the Talking Machine Became the Savior of the Bashful Man.

In all the village of Fairview there was no man quite so shy as Jonas Brown. As a child he became speechless with confusion when any one noticed him; he stumbled and stammered his way through the gawky age; and when he arrived at young manhood, although he was popular among his own sex, the sight of a girl's face would throw him into an agony of self-consciousness, says the Youth's Companion. He usually took to the other side of the road when he saw a young woman approaching. Every one wondered what would happen should Jonas fall in love. At length the day came.

Arabella Hawkins was an attractive girl from a neighboring town, as pretty as she was talkative, and Jonas, who first saw her at church, was captivated by her charms. A few days later he astonished all Fairview by walking home with her, and capped that performance by several tentative evening calls. But whether he strolled down flowery lanes, or sat with her on the porch in the evening, the words he wanted to say seemed to stick in his throat.

"Could you—could you—" he stammered on one of these occasions.

"Could I what?" she queried.

"Could you—could you—go driving with me to-morrow?"

It was not at all what he had meant to say; but he vaguely felt that perhaps in a buggy it would be easier to ask the momentous question. Yet even there words failed him.

"Will you—will you—" he began.

"Will I what?" encouraged Arabella again, very sweetly and patiently.

"Will you—" Jonas seemed to smother—"will you—take a walk with me to-morrow?"

"Certainly," said Arabella. And so it went on. Jonas was getting desperate.

"Better hurry up, Jonas!" his friends urged him. "There's a fellow in the town where she lives wants her just as much as you do."

Jonas groaned. What was to be done? He could rehearse it all right before he saw her; but in her presence words failed him. All one night he lay thinking the matter over, and rose next morning weary yet triumphant. He believed that he had solved the problem.

A few days later a crate arrived for him. "Looks as if it might be a typewriter," said the station agent. Still, as Jonas was not given to literary pursuits, this guess seemed rather improbable.

That night Arabella was roused from sleep by a voice beneath her window. Slipping on a kimono, she leaned out to listen. The tones of Jonas, a bit more nasal than she had ever heard them, reached her ear.

"I love you," the voice in the dark said rapidly. "I love you more than any one in the world. I'm not worthy of you, I know; but I'll do everything I can to make you happy. Will you marry me, Arabella?"

"Yes, I will," said Arabella, and a few moments later Jonas trudged home with his phonograph under his arm.

"I've always heard it was a grand thing, and now I'm sure of it," he muttered.

## "TALKER" ADVERTISES SOUSA.

H. C. Faber, the Well Known Talking Machine Dealer of Colfax, W. Va., Has Something to Say Regarding Sousa's Recent Contribution.

Colfax, W. Va., Sept. 26, 1906.

Editor The Talking Machine World:

Dear Sir—The World reaches me in due time each month, and must say I do not see how any progressive and up-to-date man can do without it. Mr. Sousa should not take the stand that he has taken, for it won't benefit him as much if he wins as it will if he leaves good enough alone. For instance, his name and fame are generally known through the country and the large cities especially; but what of the ruralite or hayseed? This latter creation buys himself a "talker" of some kind, and plays it to beat the band. He hears some of Sousa's pieces and then when the March King comes within one or two hundred miles of his lonely mountain home this very hayseed will put on his store suit and dig down into his jeans for the fare and go to hear the famous bandmaster, whom he would never have heard of if not for the "talker." I may say that the "talking machine proper" has given more publicity and honor to the Honorable Sousa than have all his Sunday concerts. If he fights this business he will also lose the audiences that he can now get by a simple flourish of that trumpet of his. Wishing The World success, I beg to remain, very truly yours,

H. C. FABER.

## GREAT ACTIVITY IN DENVER.

The demand for talking machines in Denver, Col., has reached a point where it is almost impossible for dealers to meet the demand, the Denver Music Co. having to telegraph rush orders to their jobbers in order to supply wants of customers. The Knight-Campbell Co. are also short of stock, and can't catch up, owing to heavy business, while the Hext Music Co., Edison agents, have enjoyed an unprecedented trade during the last two months.

## SENTENCED TO THREE MONTHS IN JAIL.

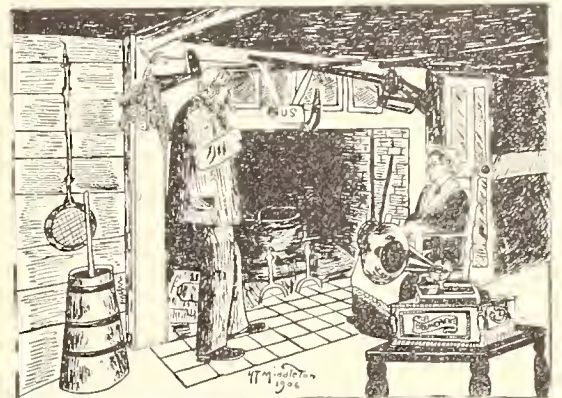
J. A. Bates, who conducts a talking machine store on West Main street, Middletown, N. Y., had a man named Palmer recently arrested for selling a talking machine and records worth \$20 which he had purchased on the instalment plan. The Recorder, before whom Palmer was brought, had little sympathy with the prisoner's plea that he sold the instrument while drunk, and promptly sentenced him to three months' imprisonment. This kind of punishment will prevent others from disposing of property which does not belong to them. Mr. Bates is to be commended for following this matter up.

## THE COUNTRY IN THE AUTUMN

A Fertile Field for the Progressive Talking Machine Salesman.

The rural districts are fraught with promise to the talking machine dealer, and the more isolated the district the greater the promise.

At this season of the year, when the days are shortening rapidly and the long winter evenings are almost upon us, it will pay the "talker" man to send his salesman laden with a complete line of samples out into the country, away from the conveniences and accommodations of city life, and there he will find in many a prosperous farm house a warm welcome for himself and a ready sale for his goods. Wherever the enjoyments of the great metropolis are heard only through the medium of the newspaper, where not even an echo of city life penetrates,



there will be found a happy hunting ground for the talking machine salesman.

Who can resist the pleasure of the theatre, the concert and the minstrel show when they come to him at home with no thought of the wind and snow outside except that they make the fire more cozily ruddy and the lamp light more mellow and soft?

As an entertainer the talking machine is king, for it will bring the joy of active life out over miles of wind swept fields, through snow laden forests and frozen rivers to the country village, making it throb with the quick pulse of the city. When this is explained and proved, sales must readily follow.

Every inhabitant of the really rural locality knows what winter evenings mean—a long weary wait between supper and bedtime. Of course, the daily paper may be looked over and an occasional book read, and then, perhaps, there is a social gathering or a church fair, but even at that the time hangs heavily and there is many an hour spent in pondering over events best forgotten. Winter evenings produce a state of pessimism which the talking machine will relieve at the very first dose, and the sufferer will enjoy an optimistic view of life ever after.

Mr. Dealer, the country is calling you, and it is up to you to answer its voice. What say you?

HOWARD TAYLOR MIDDLETON.

Mr. Hearst's campaign committee intend utilizing talking machines in the present gubernatorial battle.

## Victor Service

WHY WE CAN GIVE YOU THE BEST

We are the only Victor distributors in the East who devote an entire store to the Victor line. We have the space and facilities for carrying at all times as large and complete a stock of Victor machines and records as that carried by the factory.

We can guarantee to ship all orders the day they are received. Our shipping department is located in the very heart of the wholesale district of Boston with its numerous daily express collections covering every point in the United States; it employs a large and efficient force who give their entire time and attention to the filling of Victor orders.

We place all records in separate envelopes immediately upon receipt from the factory and deliver them in the same envelopes. Thus the retailer receives his records in the best shape to handle and in as perfect condition as when shipped from the factory.

M. STEINERT & SONS COMPANY

DISTRIBUTORS OF

VICTOR TALKING MACHINES—VICTROLAS, AUXETOPHONES, HERZOG FAMOUS DISC CABINETS

35-37 Arch Street

BOSTON, MASS.

## JOBBER and DEALERS in DISC RECORDS

Do you use envelopes?

Our envelopes are used by 75 per cent. of the largest jobbers. Their superiority is proved by the numbers of duplicate orders we receive. Ten different styles and sizes. Samples and prices on application.



## PRACTICAL SUGGESTIONS AND COMMENTS.

### F. M. BARNEY'S IMPROVEMENTS.

F. M. Barney, the well-known talking machine dealer, of Elm Creek, Neb., writes *The World* as follows: "Considerable has been said about correct position of the jewel on an Edison machine. Perhaps some of your readers will be pleased to learn of my method and results. I removed vibrating arm from my Edison c reproducer and made a new arm. This arm I made of aluminum, and made it just as light as was consistent with rigidity. I bored some holes along the long part of the arm to lighten as much as possible, and set the jewel sticking out behind instead of pushing forward as usual; in this position the jewel drags and has a tendency to free itself from foreign particles, then again such an arm can be made very light. The one I have in use does not weigh over two-fifths the amount of the common arm, and is as rigid. I have found the lighter the parts the quicker they recover, and the jewel is held in closer contact with the record, thereby doing away with tendency to blast. This results in purer tones. I have also been enabled to lengthen the long part of arm slightly, which causes increased amplitude and therefore louder tone, without injury to record. The reproducer which I use in selling records is equipped as above, and is pronounced by all who have heard it as being the clearest and loudest they have ever heard. About a year ago I bored a hole in the hanger weight and cemented therein a small camel's-hair brush such as is generally used by artists in painting, about one-eighth inch in diameter. This gathers all lint and dust, and requires little attention, and my jewel rarely ever clogs up. I recommend this arrangement as giving the best results I have ever heard."

### NOVEL USE OF VICTOR MACHINE.

Mr. Barney, who is a prominent jeweler as well as talking machine man, writes further: "I desire to call your attention to a novel method of using the Victor or disc machine. Am a jeweler, and in dressing my window I desired a striking method of attracting attention during our July 4th celebration. I took a Victor from stock and removed all outside parts (horn, hollow arm and support), and placed on the revolving table a large plateau or round mirror. I had previously turned the regulator about one revolution in 4 seconds. To raise the plateau above the center pin I put on four 10-inch records. I then put on the plateau a fine cut-glass bowl. In the bowl I placed a large cut vase. I then took some ladies' neck chains and festooned them around the top of the vase, also some gents' watch chains, from the top of the vase to the top of the bowl. On the plateau around the bowl I arranged some fine watches and rings, and put the display in my show window, which was plainly dressed so as not to detract from same. You would be surprised at the attention and remarks about the device. A Victor No. 11 motor is sufficiently strong to run same three or four hours, and will carry a large 14-inch plateau, a heavy 10-inch bowl, a 10-inch plateau on top of that and a large vase and many other articles for display, and when crank is removed some people wonder what keeps it going."

### REMEDY WHEN MACHINE LOSES VOICE.

Our old friend, William F. Hunt, of Wanatah, Ind., says that "the only effective and reliable remedy for the Columbia Twentieth Century graphophone when it has lost its voice through oil getting on the amber friction disc is to take off the rubber friction shoe and thoroughly clean off the amber disc with alcohol, after which dry it off carefully with a nice clean rag or cotton (cotton is preferable). Then use the finest grade of sandpaper (not emery cloth) and sandpaper the friction part of the disc thoroughly. The rubber friction shoe is destroyed, as it has become saturated with the oil, and will require a new one. Great care should be exercised in

handling these parts so as not to touch them with the bare hands or with anything that is damp or oily. If you have had no experience in the line of talking machine repair work you had better leave the work to an experienced repair man, as it will prove more satisfactory and economical. Some people may get the impression from this article that the Twentieth Century machine is very apt to get out of order, but I assure you that if every one who purchased one of the machines would only heed the warning instructions of the company not to get oil or anything damp onto the friction parts no trouble from this source would be experienced. To have the above trouble with a machine is plain carelessness on the part of the operator. Too many people are in the habit of flooding a talking machine with oil. Too much oil on any piece of mechanism is as bad as no oil at all. The bearing next to the friction device needs to be oiled but once in a great while, and then but sparingly. The best way to oil it is to dip a toothpick into oil and then permit a small drop from this to fall on the bearing.

### PIANO SOLO RECORDS ARE LISTED.

Mr. Hunt says further, and we thank him for the information: "In answering an inquiry in your last month's issue you stated that up to the present time no records of piano solos had been listed by any company. The Victor Co., as well as the Edison, each list one. The Victor record is No. 2508, Gavotte in A, by C. H. Booth, and the Edison No. 8394, Violets (Transcription), by Albert Benzler."

### HOW THE NEEDLE WEARS

A study of the point of a needle under the microscope after it has played a record shows that it is subject to far more wear than most people imagine, and clearly proves the necessity of changing the needle every time. A talking machine enthusiast, who has spent considerable



No. 1. No. 2. No. 3.

time in studying out the matter, has drawn several illustrations of the various styles of needles after use on a ten-inch disc. No. 1 is a "Perfection" and shows how the record has worn grooves in it. No. 2 is the ordinary Victor needle, showing the point planed off. No. 3 is a soft tone needle of the Columbia variety, which wears to a point resembling the edge of a chisel. These needles were used but once, and then on a new record.

### TALKING MACHINE FOR CHURCHES.

John T. Timmons suggests a specially made talking machine to be used in churches with a select number of records made for that purpose, and added: "It has become fashionable to have fine church choirs, and through the medium of the talking machine all the various hymns and religious songs can be placed upon the records as solos, and these with the church choir or even without will produce very satisfactory results. The records can be made from the very best voices in the country, and these can be heard in almost every church in the land on Sunday. It will be cheaper and just as satisfactory to the Lord. It will do away with choir practice, jealousy among singers, church rows and those who worship will not sit and watch the pretty girls in the choir, and will feel more like joining in with their own voices to swell the sacred song."

### TESTING RECORDS IN EGYPT.

An Egyptian official who has just returned from the Far East recently chatted with the representative of the London Daily Despatch regarding the growing importation of talking machines and records into that country, and the impression which they made. This official described a scene in which two officially attired

Beys sat upon a divan, smoked their hookahs, and examined roll by roll, and bale by bale, the large importation of records which had that day arrived by steamer from England. A huge phonograph was before them, and every tune was tried solemnly. If the melody sounded agreeable to the ears of the Faithful as they sipped their coffee, the record was shot dexterously under the divan; if, however, one or the other exclaimed, "By Allah! the all powerful, that is a tune for the dogs," it was promptly labeled "passed," and duly formed part of the consignment for the interior.

### THE SCARCITY OF REPAIRERS.

A subscriber to the *World* in Wichita, Kan., writes us regarding the scarcity of competent talking machine repairers in his section. He says in part:

"I am the owner of one of the more elaborate styles of talking machines, and though I am exceedingly careful when manipulating it there have been times when certain parts have become deranged. Upon three occasions I have turned it over to local dealers to be repaired at their own shops, but, sad to say, on each occasion they seem to have been quite unable to properly understand what was wrong and I was compelled to send the machine to a distant city to have it properly adjusted. It would seem that when a dealer accepted the agency for a certain machine he should be instructed by the makers or their representatives regarding the different parts in order that he could make the necessary repairs in a competent way. It means considerable expense where a machine has to be shipped to the factory or headquarters and carriage charges paid by the owner, and in addition that while in transit some of the more delicate portions will get out of adjustment. I hope you will advocate through your columns the study of the talking machine by every dealer, for if confidence can be placed in his ability to fix things it will mean steady customers, who will give him every part of the talking machine trade."

### DYNAMOPHONE MUSIC HEARD.

Electrical Society Attends Demonstration of the Telharmonium System.

The New York Electrical Society on the evening of September 27 attended a demonstration of the Dynamophone and Telharmonium systems now being installed at its plant at Broadway and 39th street. This apparatus, already described in *The Talking Machine World*, is designed to transmit music to the home by means of an electric current and a kind of telephone receiver, just as power or messages are transmitted. The service is supposed to be "taken." The music is made at the "power house" by means of vibratory electric energy stored in 145 graded and tuned reservoirs, and played on by a keyboard. At this affair the resulting music was heard. Under the circumstances—the crowded hall, the scrappyness of the music played, the lack of technical experience—a music judge would have been loath to form an opinion. However, this much may be said: The instrument is not a mechanical player; it does produce a musical tone under control. It has the quality of wood wind, of an oboe, with deeper tones of a similar quality. Of how great a development into organ effects it is capable one hearing is not enough to determine.

### THE POOR OLD GOAT NOW GOES.

A new use for the talking machine has been discovered by a New York lodge of a prominent secret society. At the initiation ceremonies, where it was desired to frighten the blindfolded candidate, members used to imitate the gentle voice of the goat until some one happened to think up a phonograph. The voice of a goat belonging to one of the members was recorded in all its stages, from savage to plaintive, and the record turned loose on the next candidate with results far exceeding the fondest hopes of the originator of the scheme.





## Develop the business

for *Victor* goods that lies in your vicinity. There are plenty of dollars within your reach if you only make an effort to get them.

We drum up trade for you among the 49,000,000 magazine readers to whom our advertising goes every month, but it is for you to develop this trade up to the buying point.

One of the best helps toward this end is for you to advertise

## Victor Talking Machines and Records

in your local newspapers. Besides this you can use window displays, circulars and other means to make known to your community the fact that you sell the *Victor*.

These methods enable you to get the greatest benefit from our advertising and lay the foundation for a larger and more profitable business for you.

Many dealers are already doing these very things and making it pay, and you can safely follow in the same direction.

### Victor Talking Machine Company

Camden, N. J.

**P. S.**—Just a suggestion for you—it's a mighty good one: Place standing monthly orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them.) Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor Distributors as follows:

Albany, N. Y. .... Price Phonograph Co.	Memphis, Tenn. .... O. K. Houck Piano Co.	San Francisco, Cal. .... Sherman, Clay & Co.
Altoona, Pa. .... W. H. & L. C. Wolfe.	Milwaukee, Wis. .... McGreal Bros.	Salt Lake City, Utah .... Carstensen & Anson Music Co.
Atlanta, Ga. .... Alexander-Elyea Co.	Minneapolis, Minn. .... Minnesota Phonograph Co.	Savannah, Ga. .... Youmans & Leete.
Baltimore, Md. .... Phillips & Crew Co.	Mobile, Ala. .... Wm. H. Reynolds.	Seattle, Wash. .... Sherman, Clay & Co.
..... Cohen & Hughes.	Montreal, Canada .... Berliner Gramophone Co., Ltd.	Sioux Falls, S. D. .... Sioux Falls Talking Mach. Exchange.
..... E. F. Droop & Sons Co.	Nashville, Tenn. .... O. K. Houck Piano Co.	Spokane, Wash. .... Eiler's Piano House.
..... H. R. Eisenbrandt Sons.	Newark, O. .... Ball-Fintze Co.	Springfield, Mass. .... Metropolitan Furniture Co.
..... Wm. McCallister.	New Haven, Conn. .... Henry Horton.	St. Louis, Mo. .... O. K. Houck Piano Co.
Birmingham, Ala. .... E. E. Forhes Piano Co.	New Orleans, La. .... Nat'l Auto. Fire Alarm Co.	..... Koerber-Brenner Music Co.
Boston, Mass. .... Oliver Ditson Co.	..... Philip Werlein, Ltd.	..... St. Louis Talking Machine Co.
..... Eastern Talking Machine Co.	New York, N. Y. .... Bettini Phonograph Co., Ltd.	St. Paul, Minn. .... W. J. Dyer & Bro.
..... M. Steinert & Sons Co.	..... Blackman Talking Machine Co.	..... Koehler & Hinrichs.
Bridgeport, Conn. .... F. E. Beach Co.	..... Sol. Bloom.	..... Minnesota Phonograph Co.
Brooklyn, N. Y. .... American Talking Machine Co.	..... C. Bruno & Son.	Syracuse, N. Y. .... W. D. Andrews.
Buffalo, N. Y. .... Robt. L. Loud.	..... I. Davega, Jr.	Toledo, O. .... The Hayes Music Co.
..... Walbridge & Co.	..... S. B. Davega.	..... A. J. Rummel Arms Co.
Canton, O. .... The Klein & Heffelman Co.	..... The Jacot Music Box Co.	..... Whitney & Currier Co.
Charlotte, N. C. .... Stone & Barringer Co.	..... Landay Brothers.	Washington, D. C. .... John F. Ellis & Co.
Chicago, Ill. .... Lyon & Healy.	..... Stanley & Pearsall.	..... S. Kann & Sons Co.
..... The Talking Machine Co.	..... Benj. Switky.	Wilkesbarre, Pa. .... Isaac Benesch & Sons.
..... The Rudolph Wurlitzer Co.	..... The Victor Distributing & Export Co.	
Cincinnati, O. .... The Rudolph Wurlitzer Co.	..... The Regina Co.	
Cleveland, O. .... W. H. Buescher & Sons.	Omaha, Neb. .... Piano Player Co.	
..... Collister & Sayle.	..... A. Hespe Co.	
Columbus, O. .... Eclipse Musical Co.	..... Nebraska Cycle Co.	
Dallas, Tex. .... The Perry B. Whitsit Co.	Peoria Ill. .... Chas. C. Adams & Co.	
Dayton, O. .... Thos. Goggan & Bro.	Philadelphia, Pa. .... C. J. Hepp & Son.	
Denver, Colo. .... The Fetterly Piano Mfg. Co.	..... Musical Echo Company.	
Des Moines, Iowa .... Knight-Campbell Music Co.	..... Penn. Phonograph Co., Inc.	
Detroit, Mich. .... Edward H. Jones & Son.	..... Wells Phonograph Co.	
..... Grinnell Bros.	..... Western Talking Machine Co.	
Dubuque, Iowa .... Harger & Blish.	..... H. A. Weymann & Son.	
Duluth, Minn. .... French & Bassett.	Pittsburg, Pa. .... Theo. F. Bentel Co.	
El Paso, Texas .... W. G. Walz Co.	..... Pittsburg Phonograph Co.	
Galveston, Tex. .... Thos. Goggan & Bro.	..... Powers & Henry.	
Grand Rapids, Mich. .... J. A. J. Friedrichs.	..... Standard Talking Machine Co.	
Harrisburg, Pa. .... S. A. Floyd.	Portland, Me. .... Cressey & Allen.	
Honolulu, T. H. .... Bergstrom Music Co.	Providence, R. I. .... J. Samuels & Bro.	
Indianapolis, Ind. .... Carlin & Lenox.	Rahway, N. J. .... Regina Company.	
..... C. Koehring & Bro.	Richmond, Va. .... The Cable Co.	
Jacksonville, Fla. .... Metropolitan Talking Machine Co.	..... W. D. Moses & Co.	
Kansas City, Mo. .... J. W. Jenkins Sons Music Co.	Rochester, N. Y. .... Giles B. Miller.	
..... J. F. Schmelzer Sons Arms Co.	..... The Talking Machine Co.	
Little Rock, Ark. .... O. K. Houck Piano Co.	Rock Island, Ill. .... Totten's Music House.	
Los Angeles, Cal. .... Sherman, Clay & Co.	San Antonio, Tex. .... Thos. Goggan & Bro.	

**FILL OUT**  
**CUT OFF**  
 Victor Talking Machine Company, Camden, N. J.  
 Please send me illustrated catalogue of Victor Machines and Records, with full trade information and names of my nearest distributors.  
 Name.....  
 Street.....  
 City.....  
 State.....  
 20



## THE QUAKER CITY NEWS BUDGET.

Complaints as to Difficulty in Getting Machines and Records So Active Is the Business Demand This Fall—What a Visit to the Victor Factory Reveals—More Buildings Being Erected—Talking Machines Aid Anti-Race Suicide Ideas—The Leschbrandt Manufacturing Co. Incorporated—What the Leading Talking Machine Men in Both Retail and Wholesale Lines Are Doing Is Interestingly Recorded by The World Man.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 10, 1906.

Little or no complaint is heard as to business conditions in local talking machine circles. Wholesalers, jobbers and retailers almost unanimously say they are "very busy," and that the outlook for fall and winter business is of the best. While less complaint is heard as to difficulty in getting machines and records, the fact remains that jobbers would be pleased to get in a lot of goods they could readily sell; but meanwhile they are losing no time in marketing large and well selected stocks in hand and business is "all to the good."

Without going into minute details it can be said that jobbing houses, like the Wells Phonograph Co., Lewis Talking Machine Co., Penn Phonograph Co., Western Talking Machine Co., Musical Echo Co., Columbia Phonograph Co., General, the Keeu Co., etc., are most satisfactorily busy, trade being reported far ahead of the same period a year ago. Retail dealers on North Eighth street and other thoroughfares are doing a good business, especially in new records and supplies.

With their additional factory facilities, the Hawthorne & Sheble Co., horns, sounding boxes, supplies, etc., are better prepared than ever to fill orders "on time." Both plants of the company are busy, and Manager Sheble and assistants have about all they can handle in the way of orders, etc.

A visit to the Victor Talking Machine factory, Camden, N. J., showed that that plant, as usual, is very busy. H. C. Brown, who succeeds F. B. Middleton (now assistant secretary), as manager of the publicity department, said: "We are busy

in every department and behind in orders thousands of machines. We are simply 'swamped' on the two new machines—the Victrola and Auxetophone; have more orders in than we can hope to fill within a year. As it is now, we can't begin to make shipments of them because of piled-up orders for other machines and records. We are doing the very best we can, let me add, to get out records and machines—doing everything we can for our patrons."

A recent court injunction, it should be here stated, prohibits the Victor Co. from operating its power plant after 10 o'clock p. m. Nearby people complained of the jarring, etc. But up to 10 p. m. and from 7 a. m. the factory is going "lickety-split," and as new buildings, already figured on, are erected, doubtless the company's output will be increased.

Elbridge Johnson, president of the company, has not, at present writing, returned from abroad, but will do so sometime in October.

The company has made extensive improvements along Cooper street in the way of cement sidewalks, driveway, etc.

One of the two large new buildings to be erected by the Victor Co. will be used for office and laboratory purposes. This building will be erected on the corner opposite the present main building at Front and Cooper streets, and will be a four-story structure, of reinforced concrete, faced with brick and stone. Building plans are by A. C. Middleton, the versatile secretary of the company. Construction work on the addition to the packing, etc., warehouse, two blocks north of the main plant, is going along steadily. It will be a four-story, reinforced concrete structure, with brick and stone facing.

An attractive sign, 20 by 40 feet in size, was erected the past month on top of the east tower of the main building of the Victor plant. It is an "electrical sign," and the familiar figures, "His Master's Voice," dog and machine, form an important part of it. "Victor Factory" stands out boldly, and the entire sign, illuminated at night, can be seen for miles. It faces the Delaware River and Philadelphia, and is attracting attention from people on ferry and other boats as well as countless others. The sign makes a weighty "advertising card," and is another example of the Victor Co.'s pushiveness.

"According to my way of thinking," said a Ninth street retailer, "talking machines are aiding President Roosevelt's anti-race suicide ideas very much. Given a nice parlor, a maid and a prince and a 'talker' reeling off one of the good old-time love songs or ballads and it is dollars to doughnuts Dan Cupid will soon arrive on the scene. I'm single myself, and I'm dished if the combination of a pretty damsel and a love song-playing talker doesn't take my fancy."

Einar Leschbrandt, Jules E. Aronson and Samuel W. Woolford, Jr., have organized the Leschbrandt Manufacturing Co., and will duly incorporate it. The object of the company is to manufacture, deal in and operate talking machines. Beyond the facts given your correspondent can learn little more of the company, but it is understood they will have a manufacturing plant of their own.

Jonas Shaw, East Camden, N. J., retailer of Edison and Zonophone goods, "plays" the latest records as they come out to friends and visitors, and then "winks the other eye" as they call "for their favorite" and hand over the money. Mr. Shaw uses clever local advertisements in home papers to boom sales—and with success.

The handsomely dressed show windows of the Columbia Phonograph Co., 200 Broadway, Camden, N. J., reflect credit on Manager C. E. Gabriel. The windows are of practical utility, for they are "business pullers," attracting the attention of countless passersby, any of whom may be induced by the display, and music, to become

# We Sell Victor Machines and Records

THE BEST IS GOOD ENOUGH FOR US—HOW ABOUT YOU?

Being Distributors of Victor Machines and Records only, it stands to reason that we can give you better service in this line than can those who job several lines, as we give our whole time and attention to satisfying the wants of those dealers who want Victor Goods and who want the best service possible.

WE INVITE A TRIAL OF OUR ABILITY IN "DELIVERING THE GOODS."

## OUR NEEDLES

ARE THE PERFECT-MEDIUM-QUIET

These are our own brands, put up by us. You can depend upon them every time.

We have Hundreds of Satisfied Users  
ARE YOU ONE?

Write us for full information. Samples sent free to dealers.

## THE TRUE TONE SOUND BOX

PRICE 5.00 EACH

Not an Experiment, but a Perfected Musical Instrument  
Has a Two-Inch Diaphragm. For VICTOR TAPER ARM only

Simple in construction, true in tone—giving a reproduction which surpasses anything you have ever heard. The tone is natural. Voices enunciate more distinctly and instruments are true to life. We have satisfied a great many distributors and dealers. Can we not satisfy you?

WE WILL SEND A SAMPLE UPON RECEIPT OF THE PRICE. If it is not satisfactory, return it, and we will refund your money. Regular Victor Discounts to Distributors and Dealers.

AMERICAN TALKING MACHINE COMPANY  
586 FULTON STREET, BROOKLYN—N. Y. CITY

Largest Talking Machine  
House in the City



good customers. Business has been and is very good at the Columbia's Camden branch. A heavy stock of records is carried as well as a fine line of machines, and Camden people get as good for their money as anywhere.

Talking machines are to be found at the neat salesrooms of the Haverford Cycle Co., 827-829 Arch street. This company carries a good stock of all makes of machines and records, and vigorously pushes sales by advertising and other ways. They are doing an increasing business, and with others anticipate big fall trade. They sell talkers for cash or on the "\$1-down-and-\$1-a-week" basis, a plan, by the way, which seems to grow in favor right along.

The new quarters of the Musical Echo Co., at 1217 Chestnut street, are in the building occupied by the Philadelphia Public Library. The shrewdness of those of the company who selected such a "good location" is to be commended. Thousands of girls and matrons going to and coming from the Library are pretty sure to be attracted into the handsome concert rooms of the Musical Echo Co., and sales follow as a matter of course. The "talking machine concerts" given by the company are a distinct and very popular feature.

Through the jobbing houses it is learned that most of the retail talking machine dealers up-town, downtown and in the suburbs are "getting along very well." H. H. Henrici, 1127 South Broad street, is catering to a growing list of fashionable patrons. The Automatic Graphophone Co., 1731 Columbia avenue, is "catching" the best of trade in that lively district. Kensington lovers of music have their wants well looked after by the Hoffman Cycle Co., 3036 Kensington avenue.

Charles E. Robertson, 4074 Lancaster avenue, which is out near pleasant Fairmount Park, has a music loving people to deal with—and he is prospering. Howard Leadbeater, at No. 620, is capably looking after the phonograph interests of the good folks of Lehigh avenue. C. B. Stahl, 2510 Ridge avenue, is handing out records, etc., very profusely for money. Frank Neide, 1407 Susquehanna avenue, is building up a good business.

"Needles Free!" was the attractive offer recently made by the Lewis Talking Machine Co., 15 South Ninth street, and conditioned that applicants furnished number and make of machines, Mr. Lewis promptly furnished needles for discs—a good move, as it attracted many new patrons. The Lewis Co. are very busy, and will be, no doubt, until the first of next year, or beyond.

Walter L. Eckhardt, of the Columbia Phonograph Co.'s selling staff, was a recent welcome visitor and, as usual, infused new enthusiasm in Columbia jobber and dealer circles.

At the Wells Phonograph Co.'s quarters, North Ninth street, the "boss" was too busy with customers to be seen, but an attache of the firm stated that they were "very, very busy," and that the trade outlook was most promising. The basement of the Wells Co.'s quarters, where thousands of records are stored, is veritably "a good sight for sore eyes." They carry a very heavy stock of records and supplies. Their out-of-town trade is growing rapidly, while city trade some time ago was such as to necessitate additional employees to adequately handle it.

Having put the soft piano pedal on their door the "amusement parlor" men of North Eighth street have won the friendship of neighboring merchants who once were "kickers."

The manager of an Eighth street "amusement parlor," in a chat, said: "After all is said and done, talking machines are the life and soul of amusement parlors. In here we have mutascopes, punching, fortune telling and other innocent amusement machines, but visitors, I notice, soon tire of them all and fall back on the phonographs. The talking machines are what we depend on for our money and they 'make good' every day. Beyond almost everything else, people—and I mean the general run of people—like music and seem bound to have it. The phonographs give them all the latest songs, marches and popular pieces for a mere trifle. They can come in and help themselves—and they

do it. As to popularity of amusement parlors—well, you do not find any of them closing, and on this street alone one or more have enlarged by renting the adjoining store and putting in more phonographs. We have good care taken of our machines by experts; keep a big selection of records and attend right up to business, and I presume that has something to do with our success. Pennies? Sure! How many do you want? Yes; those are all new tunes—fresh out."

Stanislaus Saboski, Jr., of Camden, N. J., gave his younger sister a "lickin'" for rendering useless—with a nail—records which belonged to his talking machine. Stanny's father took him to task, and then a general row occurred in the Saboski abode, resulting in the arrest of three participants. Pa struck son with a beer bottle, son said Pa used an axe, but refused to prosecute Pa, and all hands were discharged by the police magistrate. Son has bought new records and is again happy. Sister says she mauled the records because brother worked the talker overtime.

Manager Schock, of the phonograph and moving picture parlor, at 955 North 11th street, offers it for sale—"on account of a disagreement," he states.

After an extended traveling trip in the political interests of William R. Hearst, J. A. Smith, jobber and dealer of talking machines, Camden, N. J., is home again and giving close attention to business. Mr. Smith is an energetic type of business man; uses printer's ink with discretion, and is enjoying good trade with a large number of talking machine patrons.

"Odd thing happened t'other day," said a Ninth street retailer. "I was testing a new talking machine just in, and, as chance would have it, had a 'Silver Threads Among the Gold' disc on. An old lady passing by stopped, listened, came in and heard the tune out, and then asked me to repeat it. Of course, I did so, and she up and bought the machine and record. She said her husband, long since dead, used to sing the song to her years ago. She bought the outfit for sentimental reasons, I suppose, but the incident led me to believe that if you have the right tune on a talker at the right time and the right person hears the tune, you'll make a sale. What bothers me, is how to corner such a combination."

F. R. Bayley, who opened a retail store at 5004 Baltimore avenue last month, has already secured a flattering amount of trade, and is assured of business success. He is in a new and rapidly growing neighborhood, and carries a good-sized stock of general talking machine goods.

While fire did some damage to the warerooms

of the Keeu Co., Eighth and Cherry streets, the past month, it did not materially interfere with trade. Business is reported much better, and Mr. Keen and his assistants are putting out a large number of good machine and record orders.

In the show window of one "enterprising" retailer your correspondent noticed the show card, "August Records for Sale." This in October! It conveys its own moral, this incident.

Naval officers from the battleship Washington, lying at League Island, visited the F. A. North Co.'s warerooms, 1308 Chestnut street, early in October, and bought a Lester concealed player-piano. They already have a Lester piano and phonographs and records aboard the battleship.

At least two of the large piano houses—Bellak's and Heppe's—are selling talking machines, having regular departments for these products, and both firms are getting their share of business. Many of the smaller music and instrument dealers are putting in stocks of records and supplies. "Straws show which way the wind blows."

Is the day of the clothing store "barker" nearing an end? A side street dealer here in hand-me-downs has been experimenting with a talking machine, proposing to utilize it as a sidewalk "barker" to attract passersby inside. He figures that a man "barker" costs him \$2 per, whereas a "canned barker's" expense would be merely nominal. All he lacks, outside the "talker," is a mechanical "puller-in."

Unanimous regret is expressed by the trade at the death of C. J. Heppe, president of the Heppe Piano Co., who died suddenly of heart failure, October 4.

#### WOODIN SUCCEEDS PITOT IN NEW HAVEN.

C. J. Woodin has succeeded George Pitot as manager of the talking machine department of the M. Steinert & Sons Co.'s establishment in New Haven, Conn. He has also charge of their branches in New London, Meriden and Danbury. In a recent chat he said: "I look forward to an exceptionally large fall and winter trade here. Our new Victor parlors (we handle the Victor goods only) are being remodeled, and when finished will be the finest in this section of the State."

#### ROUSH BUYS OUT E. G. HAYS.

The talking machine department of E. G. Hays & Co., Pittsburg, Pa., has been purchased by J. C. Roush, who conducts it under the name of the Standard Talking Machine Co. Victor, Edison and Columbia lines are handled.

## New England Dealers

will be interested to know that we have for six weeks past been preparing to supply their wants promptly when the Fall and Winter rush is on.

¶ We had on hand by October 1st a surplus stock of over twenty-five hundred Edison and Victor machines and over two hundred thousand Edison and Victor records. This surplus with the deliveries the factories will make us during the rush season will enable us to give dealers' orders the same attention as we would ordinarily during the Summer.

¶ *Prompt and Full Shipments on day order is received.*

¶ Send for our new list of "Live Ones" of the Edison Record List.

¶ If you are not already handling the Mega Flower Horns (plain and decorated) send for descriptive circulars and prices.

NEW ENGLAND DISTRIBUTING HEADQUARTERS

**THE EASTERN TALKING MACHINE CO.**

**177 Tremont Street, Boston, Mass.**

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES.  
Eastern agent for HERZOG DISK and CYLINDER RECORD CABINETS :: ::



## WHAT THE CLEVELAND TRADE IS DOING.

Dealers and Jobbers Are Most Optimistic Regarding Present and Prospective Conditions—Higher Priced Machines and Better Class of Records in Demand—"Talker" Has Won a High Position as Musical Instrument and Educator—Automatic Piano and Commercial Talking Machine Big Factors This Year—Expansion With Leading Establishments—What a Run Around the Trade Reveals to the Talking Machine World Man.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 9, 1906.

Talking machine trade at present is splendid. All the dealers are optimistic and making preparations for an unusually heavy fall and winter business. That the business is expanding is noticeable on every hand, in the establishment of new concerns and the enlargement of old ones. It is also noticeable that the higher-priced machines and better class of records are being purchased more generally than heretofore, indicating that the masses are being educated in this channel to a correct understanding and appreciation of music. The better class of people recognize the talking machine of to-day as a meritorious musical instrument and educator.

The automatic piano business is getting a strong hold in the Cleveland cafes and restaurants and other places of business, since the high saloon license has necessitated other sources of revenue, and they are proving attractive and remunerative.

The picture arcades are all doing nicely. The parks have just closed and claim to have done the biggest business in their existence.

The October records are meeting with unusual sales; some of the dealers' original orders were exhausted on the third day of sale.

Dealers complain of their inability to procure from the manufacturers sufficient Victrolas and 20th Centurys to supply the demand.

The Columbia Phonograph Co. have on exhibition in their window a Columbia machine which passed through the San Francisco fire, in the company's store in that city. In a small way it illustrates the utter destructiveness of that conflagration and elicits attention and comment.

The Columbia Phonograph Co. report their commercial graphophone department, presided over by H. E. Jones, a decided success. Active trials are being made with a number of business houses, among others the Forest City Paint Co., attorneys Kline, Folles & Goff, Engeline Refining Co., Cleveland Steel Co., Chamber of Commerce, Buckeye Electric Co. and Strong, Carlisle & Hammond Co. "We are finding," said Mr. Jones, "a greater demand for machines than the factory can supply us with. When our stock of new alternating current machines are received we confidently look for a very large trade in this special line."

H. B. McNulty, with the Eclipse Musical Co., is an original genius in talking machine circles. Recently he took an old telephone table and manipulated it into a talking machine, which he calls the Eclipse-o-phone. He has placed the disc on top of the table and the horn underneath, with a record case attached to the upright, which formerly held the telephone. It makes an original and quite novel talking machine, and he has placed it on exhibition in the large show window of the company, making an unusual attraction.

W. J. Roberts, Jr., has just received and placed on exhibition a number of the latest style cabinets which lend additional charm and coziness to his attractive store. Business was reported to be picking up in fine shape after the close of the vacation season and the cooler weather of late. "I am sending in," said Mr. Roberts, "the records discarded in cottages by the National Phonograph Co. and giving my stock a general renewal. Am having a nice trade in October records which customers pronounce very fine, and have been unusually successful in the last few days in selling a large number of cash outfits. The new \$200 Victor Victrola is in high favor. We have quite a number of prospective purchasers and are delayed in making sales early by the inability of the manufacturers to supply us."

At the store of the Eclipse Musical Co., the

exclusive distributors of the Edison goods, trade is notably remarkable for the large increase and urgent requests for immediate delivery. "In our jobbing department," said Mr. T. H. Towell, "we have simply been swamped. Dealers seem to be taking the bull by the horns and are stocking up more extensively than usual for the fall and winter trade. The question of the volume of our business will be regulated largely by the ability of the factories to supply the demand, which at present is beyond all precedent. Our retail trade has increased constantly in the past four weeks, and the prospects are that the fall and winter demand will be far in excess of any heretofore established record. We are going to make some extensive improvements in our retail department and shall add two private record demonstrating rooms."

Fred. S. Silverback, traveling salesman for the Cincinnati Columbia talking machine store, was in the city a day or two ago. He reported that business was fine throughout the State, and that he had taken orders for quite a number of 20th Century machines.

G. J. Probeck, manager of the Columbia Phonograph Co., returned from his vacation trip to Yellowstone Park last week, sun-burned to an Indian brown and in robust health. He says he feels more like working than he ever did before in his life and in the very best of shape for the big fall trade coming on. Cleo. S. Bourgeois, assistant manager, said: "Business is certainly good and is daily increasing, both in the jobbing and retail departments, especially the former. We are having many inquiries for 20th Century machines which have thoroughly gratified themselves in the public favor. We rented a 20th Century graphophone to the Columbia Telephone Co. for use in their exhibit at the county fair, recently held at Chagrin Falls, in this county. We made a series of records for them, detailing what a convenience it was for the rural people to install telephones, and these records were played alternately between band, orchestra and vocal selections. This saved the employment of a 'barker' and proved effective, as the people stayed to listen to the music, which gave the

telephone company an opportunity to drive home a few arguments in their favor. The graphophone proved such a success, employed in this capacity, that the telephone people have signified their intention of using the talking machine hereafter in their exhibits throughout the country."

A lady called at one of the talking machine stores the other day and called for some "loud-toned needles." Said she didn't want "soft-toned" ones because it made the records play slower.

Mr. Gullery, manager of "The Victor," No. 254 Prospect street, is having a fine trade, and stated that demand was perceptibly increasing since the cooler weather had set in. He reported there were numerous inquiries for machines, and that the October records were selling rapidly. He is in line for a big fall trade.

Business at the store of W. H. Buescher & Son is reported to have been exceptionally fine all summer, continues good and they are looking forward to a large fall and winter trade. "The new Victor Victrola," said Mr. Buescher, "is proving a great success. Its sweet, melodious tone charms all who hear it, and is admired by every one. The October records are selling well, as are also the old, and oldest records." The company have just completed some improvements, making two demonstrating rooms, and two departments, one for the Victor talking machines and one for the Edison phonographs, making it an ideal establishment.

The "Amuse," a new penny arcade, is being neatly fitted up and nearing completion on Superior street. It is owned by the Columbia Amusement Co. and is intended to reach the transient trade on the public squares.

The May Co., department store, are making preparations to enlarge their establishment by adding a quarter of a million feet to their floor space, giving them a total of fully five hundred thousand feet. An ample portion of this space will be devoted to the talking machine department, which at present is located on the fifth floor in a very neat, attractive demonstrating room. They are distributors for the Victor machines and are doing a large local and out-of-town trade. On November 1 they will put in a large and full line of Columbia goods, in which they do a retail and general jobbing business.

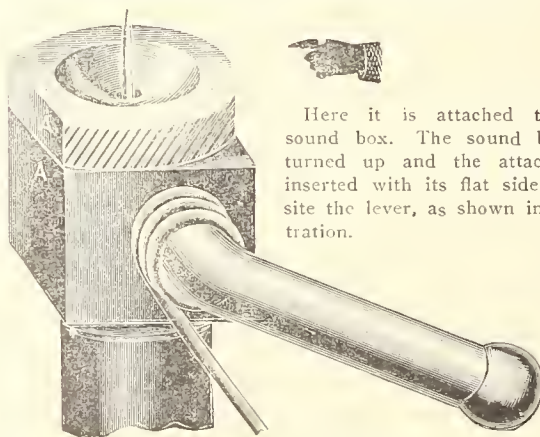
The Columbia Amusement Co. are doing a fine business at their headquarters, 635 Superior avenue.

In their talking machine department Flesheim & Smith report business picking up in good shape since the cooler weather has set in. "The Zono-

(Continued on page 13.)

## YOU HAVE WAITED FOR THIS!

AN ATTACHMENT FOR HOLDING SOFTERTONE AND MEDIUM TONE NEEDLES IN THE NEW SPRING CLAMP NEEDLE ARM OF THE VICTOR EXHIBITION SOUND BOX



Here it is attached to the sound box. The sound box is turned up and the attachment inserted with its flat side opposite the lever, as shown in illustration.

Here is the Needle Clamp Attachment separate.



Without this attachment it is impossible to use softer and medium tone needles on the spring clamp needle arm. It is perfectly simple, easily attached, holds like a vise and is made in two sizes—for softertone and for Medium tone needles. Order as NEEDLE CLAMP ATTACHMENT and specify which needle is to be used.

Price, 25 cents each

Special prices to jobbers and dealers

**The Softertone Needle** is growing in popularity every day. The loud tone needle, of course, is a necessity to the dealer for selling machines, but it is often too loud for home use. When a customer takes a machine home he finds the softertone needle a great relief. Instead of tiring it perpetuates the use of the machine. This means record sales.

**It Costs Less** One Softertone needle will play six records. Less time is used in changing needles, and there is less wear on the records. A record will last three times as long when the softertone needle is used. We did not accept this fact until satisfied by numerous tests. You owe it to yourself to make a test if in doubt.

FOR SALE BY **LYON & HEALY, CHICAGO**



*The Talking Machine World,*  
*October 15, 1906.*



THE MARVELOUS  
SEARCHLIGHT  
HORN

Style—Blue de Luxe, Decorated.  
For all cylinder and disc machines

FOR DESCRIPTION SEE OTHER SIDE



# THE SEARCHLIGHT HORN

# Is a Revelation to the Lover of Good Music

## REPRODUCES THE FULL STRENGTH OF THE RECORD

### Send to your Jobber for Samples

When once you have heard  
the “SEARCHLIGHT” you  
will have no other.

MANUFACTURED BY THE  
SEARCHLIGHT HORN COMPANY

Borough of Brooklyn, New York

Distributed by

CONROY PIANO CO.,	-	-	-	-	-	.	-	-	-	-	-	St. Louis, Mo.
DOUGLAS PHONOGRAPH CO.,	-		-	-	-		-	-	-	-	-	New York
E. F. DROOP & SONS CO.,	-		-	-	-		-	-	-	-	-	{ Washington, D. C. Baltimore, Md.
HARGER & BLISH,	-		-	-	-		-	-	-	-	-	Dubuque, Iowa
LYON & HEALY,	-	-	-	-	-		-	-	-	-	-	Chicago
MINNESOTA PHONOGRAPH CO.,	-		-	-	-		-	-	-	-	-	St. Paul, Minn.
NATIONAL AUTOMATIC FIRE ALARM CO.,					-		-	-	-	-	-	New Orleans, La.
POWERS & HENRY CO.,	-		-	-	-		-	-	-	-	-	Pittsburgh, Pa.
PHILLIPS & CREW CO.	-	-	-	-	-		-	-	-	-	-	Atlanta, Ga.
SPOKANE PHONOGRAPH CO.	-		-	-	-		-	-	-	-	-	Spokane, Wash.
TEXAS PHONOGRAPH CO.,	-		-	-	-		-	-	-	-	-	Houston, Tex.
WELLS PHONOGRAPH CO.,	-		-	-	-		-	-	-	-	-	Philadelphia, Pa.
R. S. WILLIAMS & SONS CO., Ltd.			-	-	-		-	-	-	-	-	Toronto, Canada
RUDOLPH WURLITZER CO.,	-		-	-	-		-	-	-	-	-	Cincinnati, O.



phone," said Mr. Smith, "is a very popular machine in Ohio, and our sales are constantly increasing. The October records are having a splendid sale. Prospects are fine—never looked better." They are making a fine display of machines and carry a large stock of records.

The Marlo Amusement Co., moving pictures and penny arcade, No. 236-8 Erie street, are doing a big business, each exhibition being well attended.

The American Amusement Co., No. 716 Superior street, claim theirs is the largest moving picture show in the State, and the business all that could be desired. They have three 20th Century machines, one operated and repeated by electricity, at the above number, the others used in exhibits at fairs, etc. Wm. Bullock is manager of the company.

Mr. Smith, a wholesale grocer of Cleveland, is a born general and a strategist. Not long ago he moved into a flat in a nearby new apartment house on Euclid avenue. The flat has six rooms, hardwood floors, electric lights, telephone, a haughty janitor and an all-night elevator service. The rental is up in the J. D. Rockefeller class. "I really think," said Mrs. Smith, the first day, "we are going to have nice neighbors."

Two of the rooms, a bedroom and the dining-room, open on a court. Below, above and opposite are other windows exactly like the Smith's. The Smith's soon made the discovery that the acoustic arrangement of the court was most remarkable. The walls, ceiling and asphalt floor acted as sounding boards. They could plainly hear every word said by their neighbors, and out of the potpourri of domestic expressions which flooded the court on evenings the Smiths garnered the knowledge that the fat couple just opposite were unhappy and quarrelsome; that the youthful people under the adipose couple were of recent marriage and spoony; the ones above anticipating a visit from the stork; that some one on the same side as the Smith's, but higher up, took roomers, one of whom practiced nightly on a clarinet, and that the blond lady at the top had a beau.

There were several pianos in the building, which pleased the Smiths, who are fond of music. The family with the red dining-room carpet and the rubber plant in the window bought the first phonograph. They started it on one hot evening when all the windows were open. It played "Dearie" and "Forty-five Minutes from Broadway" very nicely. The owner of the phonograph liked "Dearie" so well that he used that record twenty-five or thirty times that evening. Soon after dinner the next day phonograph No. 1 struck up "Dearie" again. This musical treat had evidently suggested to the family below that they too should have a phonograph, and the head

of the family had dissipated no time. His taste was of the music hall quality. His first tune was "Give My Regards to Broadway," which he followed up with other Geo. Cohan things and ended a long repertoire with Marie Cahill's "Robinson Crusoe." And through it all No. 1 was true to "Dearie."

The following evening No. 3 was set in motion. It belonged to the family who had linen covers on their furniture and had a line of "Tannhauser" and "Bohemian Girl." There were evidences of commotion about the premises. Everybody seemed to be taking notice. The fat man got one next. His taste ran to the tum-tum Indian sort, full of pow-wows and Cherokee maidens. Other cylinders sang about Mamie and Lulu and other favorites.

The Smiths had preferences. They stood all until the fat man introduced "A Sailor's Life Is the Life for Me." Mrs. Smith went to bed and sobbed herself to sleep, while the lines around her husband's mouth grew hard, as they do when he is thinking. The next day he bought a 20th Century graphophone. That evening the phonographs began their concert as usual. When well under way Smith placed the horn of his machine through the dining-room window and started it going. In a few minutes every other machine had been retired. Smith had beaten them to a stand-still.

#### BROUGHT HIM GOLDEN MEMORIES.

"Thank you, senior."

His voice choked with emotion. Antonio Cardina waited until the last note of the phonograph died away and silently left the store.

Antonio Cardina was an Italian. He spoke good English although he had only been in the country a short time. J. E. Lightner had just received some new Edison grand opera records and was playing a few for an admiring group when Cardina came in, says the Painesville, O., Republican.

Enraptured he stood in the background and said not a word until the impromptu concert was finished.

The last selection was by Signor Constantina, a noted tenor. Cardina listened intently. Soon the record was finished.

"Please play ze piece again," pleaded Cardina. Tears were in his eyes and his voice wavered like a shutter in the wind.

And no wonder, the music of the Italian tenor brought back to him dear days in southern Italy. Cardina's father had once been a tenor in the Royal Theater, and Constantina, this very man whose voice was reproduced in the phonograph, had succeeded Cardina's father.

"Much obliged, Meester," said Cardina, when the record finished its second rendition. "You make me very happy."

#### RUDOLPH WURLITZER'S GREAT BUSINESS

(Special to The Talking Machine World.)

Cincinnati, O., Oct. 7, 1906.

The Rudolph Wurlitzer Co. have built up their talking machine business to an immense point, doing over 200 per cent. more business in 1906 than in 1905. As a result the wholesale and retail departments have been separated, as have the local and foreign departments, and at present three floors are devoted to the "talkers," and twenty-five employees are necessary to handle the business. Nearly a quarter of a million of records are carried in stock, and about 500 machines are to be found on the shelves.

The company carry on an extensive advertising campaign, which accounts for their success, and they contemplate spending \$5,000 in advertising within the next two months in anticipation of the holiday trade.

The Jones Lloyd Music Co., of Richfield, Utah, are doing some excellent advertising for the Edison phonograph in their locality, and from time to time publish the testimony of purchasers of these instruments as to the marvelous merits of the famous Edison goods.



## QUAD-RUPLE

### Your Cash Sales

WE can refer you to leading jobbers and dealers successfully operating our plan.

Large profits; greatly increased demand for records; profitable "exchanges" for more expensive machines.

Our proposition involves no violation of your phonograph contracts.

Royalties paid by us on 17,494 Lyra phonographs alone, from June 15th to September 15th, showing the success of our talking machine and our selling plan during the three dullest months of the year.

Write for particulars.

Exclusive privileges granted. Don't let your competitor get there first.

The  
Edwin A. Denham  
Company

Incorporated

31 Barclay Street,

London

New York

Berlin



#### HERE ARE THE SELLERS

No. 25 Holds 150  
No. 26 Holds 252  
Cylinder Records

Our No. 26 is the largest Cabinet.  
Users are looking for a large Cabinet.  
And you can make a good profit on this Cabinet.  
Write for Catalogue and prices.

FEIGE DESK CO.,

2075 Genesee Ave.,

Saginaw, Mich., U. S. A.

If You Are Interested  
IN  
VICTOR TALKING MACHINES  
OR  
EDISON PHONOGRAPHS

Write at once to

SOL. BLOOM, 3 E. 42d St., N.Y. City



# THE RIGHT WAY TO

# SUCCESS

The  
ABSENCE  
of  
"ALL  
UNNATURAL  
TONE"

*is but one of the  
Superior Qualities  
which have made*

**IMPERIAL  
—DISC—  
RECORDS**

*popular and made money for  
the Dealers who handle them*  
**THE VALUE IS IN THE RECORD**

**IMPORTED IMPERIAL RECORDS**  
(10 inch Disc)

**BLACK LABEL** Retail at \$1.00 each  
**RED LABEL** Retail at \$1.50 each.

These records have been made for us in  
Europe by noted artists, including:

M. NOTÉ BARITONE    WALBERTI TENOR    JUAN LURIA BARITONE  
GRAND OPERA, PARIS    ROYAL OPERA, BERLIN    ROYAL OPERA, STUTTGART  
Mlle AGUSSOL SOPRANO    Mlle DEMOUGEOT, SOPRANO  
GRAND OPERA, PARIS    GRAND OPERA, PARIS

They have exquisite tone qualities and artistic  
treatment, reproducing with marvelous accuracy  
the beautiful voices which have charmed all Europe.

**DON'T FAIL TO GET  
A SET OF THOSE PUBLISHED IN OUR LIST  
NOW READY.**

**LEEDS & CATLIN CO.,**

**NEW YORK**



## AN INSTRUCTIVE INTERVIEW.

A Talking Machine Jobber Tells The World Representative a Few Things Which Show How the Talking Machine Stands.

I called on a large talking machine jobber the other day in the interests of The World, and after the usual pleasantries had been indulged in, I asked him if he had anything of an original character to offer my paper in the way of talking machine news.

He smoked a few moments in silence; then turning to me with a smile that spoke of some-



TEACHING THE PARROT TO TALK.

thing good to come, he replied, "Yes, I will confess to having a few little things up my sleeve which may be of interest to you, and which are yours for the asking.

"As a beginning, let me tell you this: the talking machine has come to stay, thereby assuring permanent prosperity for the dealer. I have been in the 'talker' line for sixteen years, and I have always said I would live to see the day when the phonograph and its numerous brothers and sisters would outgrow the mere toy period and become articles of real value to the world, and now that day has dawned.

"I sold ten machines to one man yesterday, and he was not a dealer either. Now, I'll just bet you a dollar to a doughnut, you'd never guess what he wanted them for."

I shook my head.

"Well, he is the proprietor of a bird store. Are you on yet?"

I again declared my ignorance.

"Ha! ha! I thought so," he laughed. "Why, he is the principal of a parrot academy; teaches them to talk, you know, and makes money at it, too. I was just as much surprised as you are when he began telling me about it. Neverthe-

less, before he had finished his explanation I was convinced beyond doubt of the practicability of the scheme. The parrot's cage is placed directly in front of the machine, upon which a specially prepared record containing the words, "Pretty polly, polly wants a cracker," and the hundred and one phrases that talking parrots are supposed to utter, is played over and over again until the bird is able to recite his lesson perfectly. Then the record is changed, and in a few weeks the feathered linguist has quite a repertoire of conversation, profane and otherwise, and his value is greatly enhanced in consequence. Twenty-five dollars is charged for a full course of instruction, which is accompanied by a guarantee. So much for the parrot.

"Probably the greatest work the talking machine is doing at the present time in an educational way, is teaching the deaf mutes."

He handed me a clipping from "Farm and Fireside," which I read with much interest. It was as follows: "When a deaf mute child is received at the Wisconsin School for the Deaf, a record of all of the sounds that he is able to utter, is made by having him sound them into a phonograph. The work of training him how to talk then commences, and as he progresses, other records are made. He is taught to say the words and sentences written on the blackboard, and others. After a period in school, the progress from the first day is shown by the records that the machine has made. A visitor is at once struck with what he hears, for all of the tests have been made on the same cylinder. When the record is put on and started, it repeats the gutturals that the child first uttered when he came to the school. Then it calls out a sentence that the pupil tried to say after a period had elapsed. The same sentence is repeated more clearly, and again and again it is sounded out of the big horn, until it is as distinct as a person having the full sense of speech is able to utter it. Then the child himself is called and one sees a living example of what kindness and patience and ability of a teacher is able to accomplish for the unfortunate."

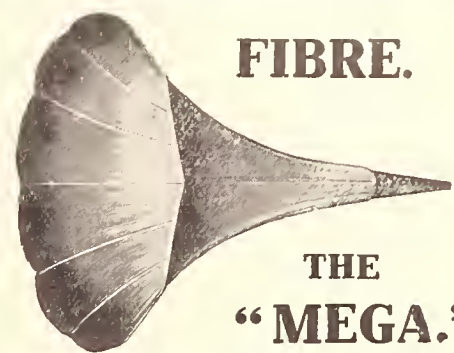
"Truly wonderful!" I cried as I handed the clipping back.

"You're right," he answered, and then continued: "Here's another tip you had better jot down in your notebook. The telephone companies are getting wise to the fact that the talking machine is all right for their business. They tried it once, years ago, without success, but that was before the vast improvements which now make it an almost living being were even thought of, and they realize its adaptability to the extent that they are seriously considering installing it in their central offices as an aid-de-camp to the 'hello girl.'"

"There are various other uses to which the talking machine is being put, which further prove my assertion that it has come to stay. The things which I am about to tell you now," he explained, "may not be at all new to you, but at the same time they go to show that I am right, viz.:

"Concerts are being given in the parks of all our large cities by loud voice talking machines; dancing academies are using them to advantage; authors and actors make use of them for dictation purposes in preparing their books and plays. Then there is the Pennsylvania Railroad Co.; that corporation is taking advantage of a good thing by substituting the talking machine for men in announcing trains at their great terminal stations. Business men are using it in their offices in lieu of stenographers, and I noticed in your paper not long since that an attachment for an alarm clock has been thought of in connection with a talking machine in such a way that instead of an ear-splitting buzz and ring, we may both be awakened in the morning by one of Sousa's stirring marches. Or had we better leave Mr. Sousa out since his declaration against the talking machine? I believe if this attachment comes before the public it will sell, and I for one expect to lay in a supply as soon as possible."

He glanced at his watch with a look of sur-



SUPPOSE your next customer should ask you, which horn in your opinion was the best for results, metal or fibre.

You'll have this inquiry sooner or later.

If you have been handling metal exclusively it's perfectly natural you'll tell him metal. Probably you have never considered the matter further.

We know every inquiry of this sort answered in this way is absolutely wrong. It's an injustice to your customer and it's a further injustice to your own pocket.

Take our word for it you can keep a talking machine user interested longer if he has a horn that gives him the best possible results. That's the "Mega." The extra record sales resulting therefrom and those you can make by using a "Mega" professionally in your store will be to your advantage.

You'll interest a prospective machine customer more quickly and sell more machines with a "Mega" than would be possible by using metal as a medium.

Dealers everywhere have appreciated these facts and have handled and pushed the "Mega" ahead of anything else for years.

At one time or another some of your trade probably have told you their records did not sound as well in their homes as they did in your store. They have blamed the records or the speaker, never the horn. No doubt you have told them the carpets or draperies have been the trouble. This is true to a certain extent; but at the same time your customer has felt a little dissatisfied.

You can overcome a great deal of this trouble and have your trade feel better satisfied if you will get them to use a "Mega." Try this in one instance and see if we are not right.

One of the "Mega's" chief points of superiority over metal is the fact that it cannot be dented. This in itself should commend it to the wise dealer. The "Mega" fibre material can be likened to rubber for its flexibility and durability.

When you think of fibre don't imagine the "Mega" is a fuzzy, dull appearing product. The baking process to which all "Megs" are subjected gives them a high glaze finish.

You can pay less for horns—but why deceive yourself? The best is none too good for the trade you are trying to hold.

The "Mega" is made in Trumpet and Flower shape and Flower-Shape Decorated, also Recording. Let us send you our literature. We'll send you copies of some of the "Mega" testimonials from both Jobbers and Dealers on application. They'll convince you, if our arguments fail, that the "Mega" is the best horn for all-around satisfaction on the market to-day.

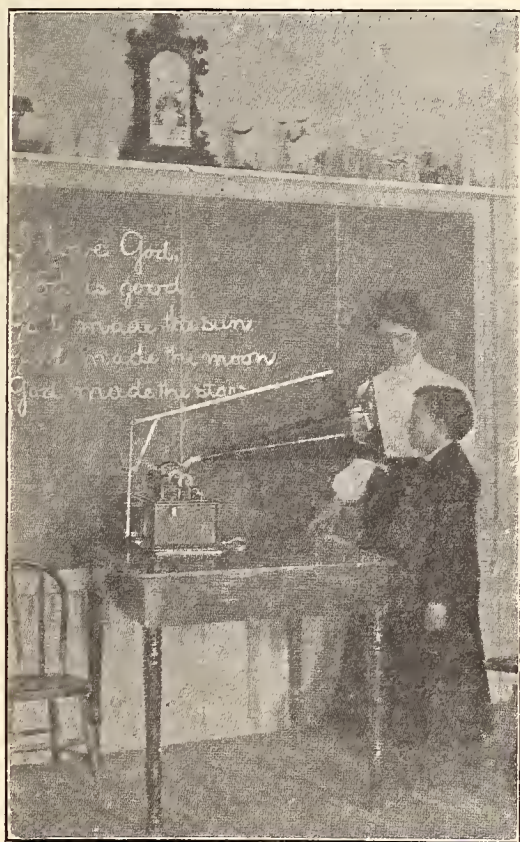
If your Jobber cannot supply you with the "Mega" write us direct.



Trade Mark

Registered.

E. A. & A. G. SCHOETTEL, Makers.  
Broad Street, Maspeth, Queens Co., N. Y.



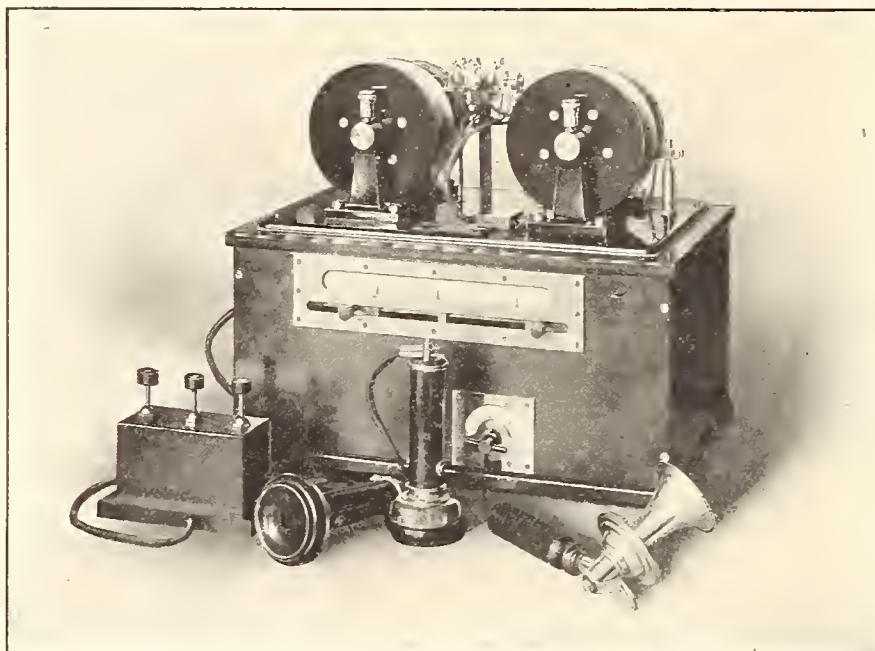
TEACHING A DEAF MUTE TO TALK.



# An Unusual Opportunity For a Small Investment

Buffalo Times—"The one weakness of the telephone as a means of communication—that it keeps no record—has been eliminated."

Washington Post—"There is no scratching sound, the words coming from the machine as clearly as from a human throat."



Cleveland Plain Dealer—"A thoroughly practical piece of office equipment, for which the demand has already outrun the supply."

Pittsburgh Gazette—"Promises to make as many fortunes as were made by the Mergenthaler typesetting machine."

Had you invested only \$10 in Bell Telephone stock a few years ago you could sell your interests to-day for more than \$20,000. Such opportunities for fortune-making investments occur only once or twice in a lifetime, when some great practical discovery is made which like the telephone, is susceptible of a "basic patent," securing to its owners an absolute and legitimate monopoly.

Such an opportunity is now open to the first few investors whose quick intelligence will enable them to see the vast practical usefulness of the

## Telegraphophone

The general interest in this epoch-making invention has grown day by day until it is now the most earnestly discussed device in scientific and commercial circles throughout the world. This is because men realize that the practical usefulness of the TELEGRAPHPHONE will quickly make it a coveted thing

for every man who has a telephone,  
or owns a typewriter,  
or employs a stenographer,  
or enjoys amusement,  
or wishes to learn a foreign language,  
or is deprived of his eyesight,  
or writes letters,  
or sends telegrams.

The TELEGRAPHPHONE has a broader field and a greater future than the telephone, the telegraph, the typewriter, or the phonograph, because

It renders a telephone conversation as tangible and as safe as a written contract,—

It supplements greatly both the wire telegraph and the wireless,—

It supersedes the phonograph in the office and in the home,—

It is not only a wonderful saver of time, but also a great convenience, and insurance against error, both for the correspondent and the typewriter.

**LARGE CLAIMS?** Yes, but you will agree that these are modest claims when you have seen this perfected machine in operation and perceived its marvelous capabilities. Every one of these claims will be demonstrated to your entire satisfaction.

The U. S. Patent Office will tell you that practically all patents issued are based upon improvements or modifications of some already known scientific or mechanical device, but that the TELEGRAPHPHONE is one of those rare instances of a discovery susceptible of a "basic patent," because it embodies entirely new principles of applied science. It is an application of electro-magnetism by which sound waves, even those produced by the minutest whisper or respiration, are electrically projected into the mole-

cules of steel, there to remain and be reproduced at will. There have not been a dozen basic patents of importance issued in the last quarter of a century, and without a single exception such basic patents (legitimate monopolies) have made vast fortunes for early investors.

A limited portion of the treasury stock in the American Telegraphophone Company will be sold to the earliest applicants at \$10 per share. Each subscriber will be limited to a few shares, because the more investors we have, the more general will be the interest aroused in the Telegraphophone. **THERE ARE NO PREFERENCE SHARES AND NO BONDS—ALL SHARES ARE ALIKE AND EACH SHARE CARRIES WITH IT THE RIGHT TO VOTE**, so that with a single share you will have every right, privilege and protection possessed by any other stockholder, and being in at the birth of a great industrial business, you can not only watch it grow, but also assist in some measure in your own community, until the TELEGRAPHPHONE surpasses in magnitude, as it surely will, such vast interests as the Telephone, Air-brake, Phonograph, Sewing-machine, Kodak, and many other industries which originally started in a small way, but by real merit have achieved enormous power in the commercial world.

The net proceeds of the present limited sale will be devoted entirely to manufacturing and to enlarging and equipping the plant for the manufacture and sale of the TELEGRAPHPHONE. The instrument has met with an immediate demand of surprising proportions—orders having already been received for a number far in excess of the factory's utmost capacity of production for many months to come.

We invite your fullest investigation. If you cannot call to see the TELEGRAPHPHONE in operation,

### —THEN CUT OUT THIS BLANK AND MAIL IT TO US TO-DAY—

With your permission, we should like to mail you, entirely at our expense, an illustrated booklet describing the Telegraphophone, and pointing out some of the far-reaching influences which this unique invention is already beginning to exert upon scientific, social and commercial life. To avoid all chance of error or delay in forwarding this booklet to you, please write very plainly:

YOUR FIRST NAME SPELLED OUT:	MIDDLE INITIAL:	YOUR LAST NAME:
MR., MRS. OR TITLE: YOUR MAIL ADDRESS (P. O. BOX, OR STREET AND NUMBER)		
YOUR RESIDENCE (CITY AND STATE):		[K 651 B]

Our object in the free distribution of these interesting booklets is primarily to inform the public of the practical capabilities of this remarkable discovery, and so by returning this blank, with the particulars asked above, you will be placing yourself under no obligation whatever to us. In the belief that you will wish to take advantage of a most unusual opportunity to make a small, safe and very profitable investment, we will mail with the booklet full information as to how you may secure a few shares of a limited issue of treasury stock, which is about to be made.

**STERLING DEBENTURE CORPORATION.**  
56 Wall Street, New York.  
F. C. MacLEAN, Manager.



prise, and closed the interview as follows: "Young man, I could go on indefinitely telling you about the practical uses for the greatest money maker, and grandest invention that ever happened, but I won't, because I am very busy to-day, and have already given you more of my time than I should. You see," he went on apologetically, "it makes me feel so good when I realize that my business is on as firm a foundation as groceries or hardware, that I have to talk about it."

"Now, I will just say this in closing, then I must say good-bye. We are catching up nicely on record shipments. That little courtesy of the National Phonograph Co.'s in cutting out the June list helped wonderfully, and taking the time of year into consideration, things are certainly 'going some.'"

Bestowing upon me a hearty hand clasp and a good cigar, he bowed me out.

HOWARD TAYLOR MIDDLETON.

### EDISON BUSINESS PHONOGRAPH.

Commencing With Sept. 1 the Sale of This Instrument Was Placed with a Number of Jobbers—This Plan Likely to be Extended.

Commencing with September 1 the sale of the Edison business phonograph was placed in the hands of a number of jobbers by the commercial department of the National Phonograph Co. Others are trying it out, and it is likely that the leading jobbers in the country will take on the new line as rapidly as their business can be adjusted for its proper and efficacious handling. Nelson C. Durand, manager of the National Phonograph Co.'s commercial department, who returned last week from an inspection trip of the company's offices in the Middle West, in explanation of this policy, said to The Review: "We are not throwing open the commercial system to the entire trade, but only those who can qualify. That is to say, the National Phonograph Co. will give the preference to the Edison jobber or dealer to handle the business phonograph in their locality when they reach their city, and

not before. We will give full and free instructions to the local man's operator, so that he or she can in turn teach his client, and likewise his mechanic will be taught how to install and care for the machine.

"That is to say, the local jobber or dealer must install and do all repairing, but need carry no stock. The company will ship the equipment and bill the goods. Now, another thing, in according this privilege the commercial department will not permit the agent of a concern in some other place to handle the business phonograph. The arrangements will be made with the principal only, and he can sell where he pleases—no exclusive territory is given under any circumstances. We shall issue no printed matter in connection with this move, and, for heaven's sake! tell the trade not to write, for Durand is too darned busy! Oh, yes, our present branch offices will be maintained as heretofore, for the convenience of those taking on the new line."

### SOUSA'S MACHINE MADE MUSIC.

Some London Comments on Sousa's Article.

In commenting upon Mr. Sousa's rabid attack on "canned music" recently, our esteemed London contemporary "Music," says that "some of his (Sousa's) strictures on machine-made music might even be applied to his own work, for anybody who has heard one of his marches can recognize all the others as having been drawn, so to speak, from the same tap."

A member of the Gramophone Co., of London, when interviewed on the subject, said: "So far from lowering the musical taste of the people, talking machines have educated and elevated it. We find that when a man first buys a gramophone he lays in a stock of the most amusing songs and the lightest kind of orchestral selections. In his early enthusiasm he plays his records over and over again, with the result that the comic song, the oft-repeated joke of the comedian, and the frivolous tunes pall on him and he turns to a higher class of music."

Mr. Sousa seems to be in the position of the

logger who pries out the key log in a jam. Everything seems to be coming his way in a manner, it may be safely assumed, he hardly expected.

### COLUMBIA AT INDIANA STATE FAIR.

At the Indiana State Fair held recently the Indianapolis branch of the Columbia Phonograph Co. prepared a special window exhibit in honor of the occasion. In the center of the window was placed a large graphophone on a mahogany pedestal, in front of which was placed a large banner bearing the words, Columbia College. Placed around this banner and completely filling the window were pennants of the most prominent colleges of the United States. The exhibit is said to have influenced many sales.

### MUSICAL ECHO CO. CONCERTS.

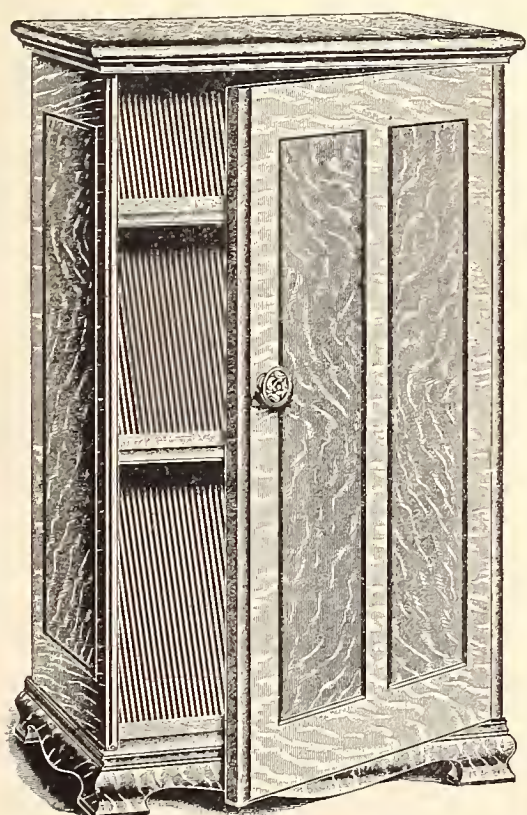
The Musical Echo Co., Philadelphia, have been giving a series of concerts in the auditorium of their handsome warehouses in Philadelphia every Saturday evening during the summer, which have proven great successes—the auditorium, seating 350 people, has been packed to the doors at every concert. Last Saturday evening the records listed were all Victors, and embraced numbers by such leading artists as Eames, Caruso, Scotti, Kubelik, Juch, Melba and others, and were rendered on the new Auxetophone, the latest achievement of the Victor Co.

### "TALKER" ON PRESS CLUB OUTING.

On the recent trip of the International League of Press Clubs through the Cripple Creek district following their convention in Denver, a Victor machine and a fine assortment of records in charge of Miss Ethel Irvine, of the Knight-Campbell Music Co., who was a guest of the clubs furnished the music.

Saying good things of yourself and your goods makes you believe good things—and as you believe so will you bring others to believe, and from the belief will spring profitable business.

## Talking Machine Disc and Cylinder Record Cabinets



No. 705

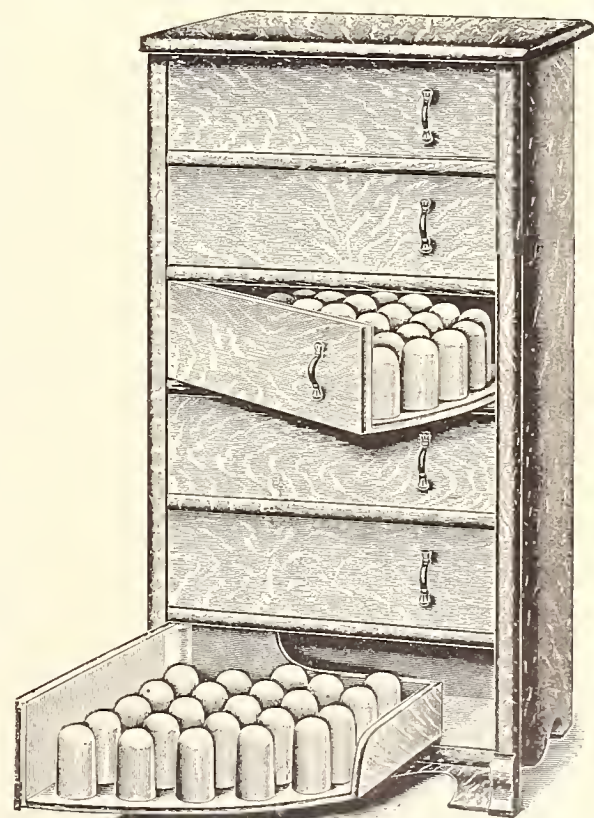
**Latest Styles  
Lowest Prices**

**It will pay you to carry  
our line of goods**

**THEY ARE SELLERS**

**New Catalog, showing  
complete line of Cabinets  
ready to mail.**

**WRITE FOR IT—NOW**



No. 710

# SALTER MANUFACTURING COMPANY

102-108 N. Oakley Ave., CHICAGO



# THE PETMECKY MULTI-TONE SELF SHARPENING Talking Machine Needle

**Plays loud or soft and intermediate tones with the same needle.**

**Sharpens itself. Each needle plays ten records.**

**Saves wear on the records.**

**Makes disc machines as smooth and scratchless as cylinder machines.**

**Makes worn records play without scratch.**

**Helps the sale of disc machines and records.**

**The only needle that has a character.**

**Pays dealers a better profit than any other needle.**

**The price is restricted and profits are certain.**

## WHAT DEALERS THINK OF PETMECKY NEEDLES:

**The A. Hospe Co. of Omaha, Neb. say:**—"We have tried the Petmecky needles thoroughly. Last week the writer played sixteen twelve inch red seal records with one needle and after the test the needle seemed worn but little."

**The Unique Talking Machine Co. of Houston, Texas, say:**—"We have sold quite a few of your needles and each sale brings others. As to our opinion: we use them on all our high priced records. Did we not consider them the best we would not use them on records worth from \$3 to \$5."

**H. A. Guyon of Red Bank, N. J., says:**—"I have done some investigating with your needles and have come to the conclusion that you have the real thing in needles. I would suggest that you retail them at 25c. per hundred. There is no use throwing a good thing away competing with the needles now on the market when none but yours will play a twelve inch record through distinctly."

**The Huff Music Co. of Bethlehem, Pa., say:**—"The sample needles received. We gave them immediate trial in the presence of a number of persons and the various loud and soft effects produced by the change of fronts is marvelous."

**Harry C. Lansell of Phila., Pa., says:**—"Philadelphia is the home of the Victor and all improvements in anything pertaining to the talkers must have decided merits. Your needle, however, needs no explanation. It speaks for itself."

**Write for free samples, descriptive circular and terms to dealers.**

## DISTRIBUTORS TO THE TRADE:

W. H. & L. C. WOLFE, - Altoona, Pa.  
WALTER D. MOSES & CO., - Richmond, Va.  
SHERMAN CLAY & CO., - Seattle, Wash.  
F. M. ATWOOD, - - - Memphis, Tenn.  
THE CABLE CO., - - - Chicago, Ill.

THE O. K. HOUCK PIANO CO., Little Rock, Ark.  
THE A. HOSPE CO., - - - Omaha, Neb.  
TEXAS PHONOGRAPH CO., - Houston, Tex.  
THE STONE & BARRINGER CO., Charlotte, N. C.  
KOHLER & CHASE, Oakland and San Francisco, Cal.

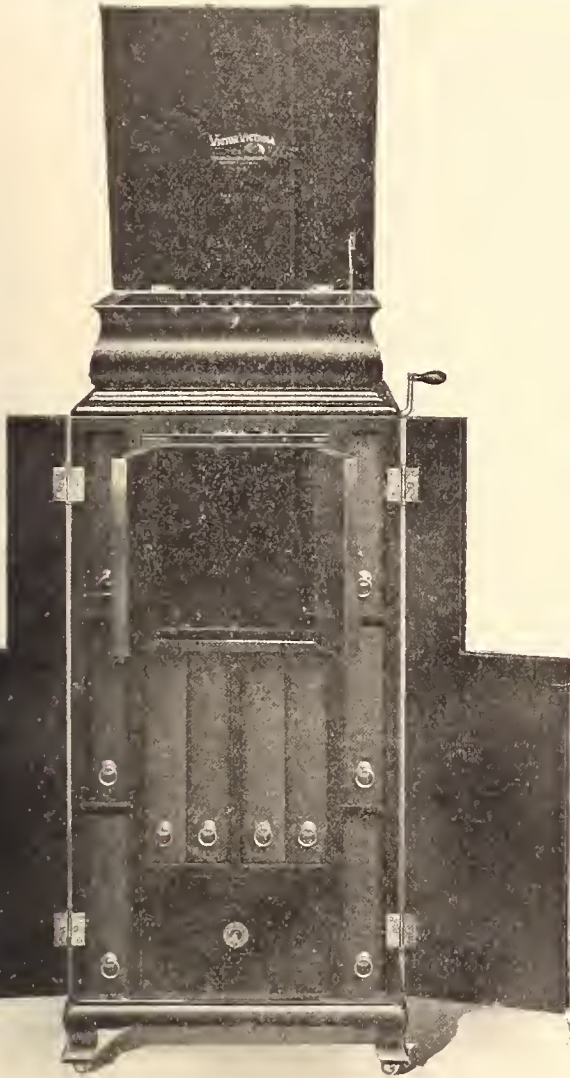
**THE PETMECKY CO., Manufacturers**  
**AUSTIN, TEXAS, U. S. A.**



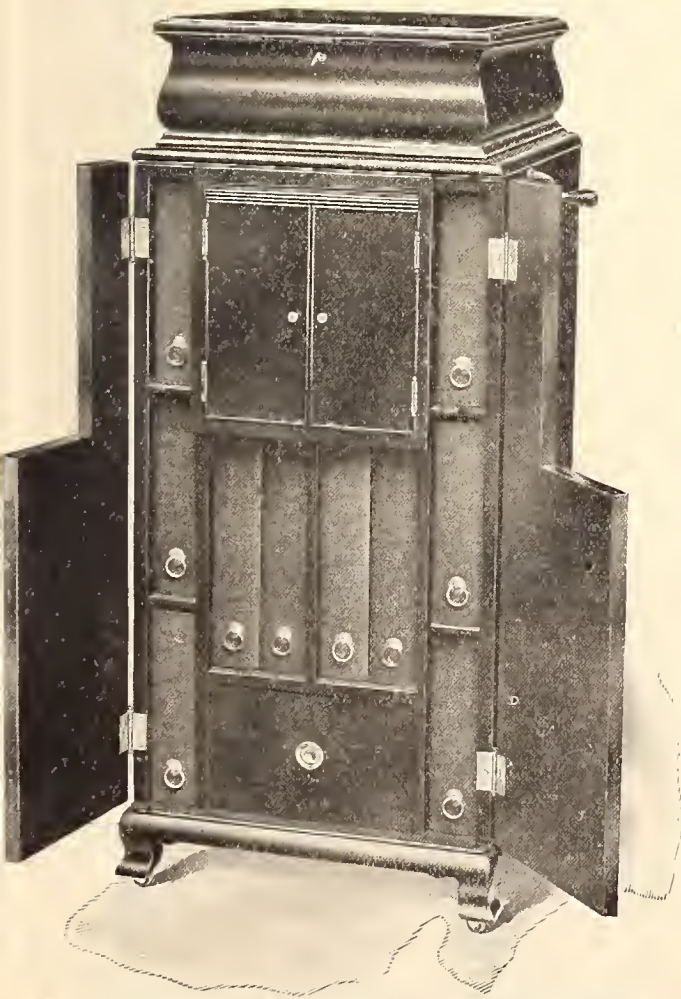
## THE VICTOR VICTROLA.

Illustrations of the Remarkable Instrument Put Out by the Victor Talking Machine Co. Which Has Been So Highly Praised.

Nothing in years has made such a tremendous impression throughout the country as the Victor Victrola, the remarkable new instrument



VICTOR VICTROLA WITH SOUND BOX AND CABINET OPEN, recently placed on the market by the Victor Talking Machine Co., and referred to recently in these columns.



SHOWING SOUND CHAMBER CLOSED AND RECORD CABINET OPEN.

The Victor Victrola is 4 feet high, 20 inches wide, 22 inches deep, and weighs, unboxed, 137 pounds. It is made of solid mahogany in light and dark shades, and superbly finished. The metal parts are heavy gold plated. As can be observed in the cut there are ten disc albums, which afford space for sixty 12-inch and ninety 10-inch records, or 150 in all. At the bottom there is a drawer, or compartment for extra supplies, while a sliding needle drawer is placed just above the drawers which open into the horn.

There is an enormous demand for the Victor Victrola in all parts of the country, and the ability to regulate the volume of tone as well as to remove all mechanical sounds have won for it a unique position in the talking machine world.

The Victor Co. have recently issued some literature bearing upon the Victor Victrola, which explains its functions most interestingly. They say in part: "Just open the doors and the melody pours forth. Don't you see we have simply reversed the ordinary practice? We take the sound, as it were, by the hand, and lead it down from the sound box above the record through the tubes to a mahogany horn below rather than to a horn above, and modify the volume as we please by closing and opening, more or less, these doors."

## THE TRADE IN WHEELING, W. VA.

Business With Leading Dealers Shows Great Activity.

(Special to The Talking Machine World.)

Wheeling, W. Va., Oct. 9, 1906.

At this time it would seem as though the season of preparation is about over, and the busy season on the verge of starting.

September was a quiet month with the trade here, and it gave dealers an opportunity to get their stocks in condition for the great trade expected this fall and winter. The conditions in this section are most promising, all the mills, mines and factories working full time with orders ahead to keep them busy during the winter. The Columbia Phonograph Co. are making preparations to open a store here. They will occupy the half of a room on Main street. Thos. Rodgers, formerly manager of the Homestead, Pa., store, will be in charge. As he has had several years' experience in this line, he will no doubt do much toward popularizing the Columbia goods in this section.

The several music stores are making creditable showings of the Victor and Edison machines. Bard Bros. invited the public to come and inspect the many changes made at their Main street store. This was a popular event, and several thousand people visited their store during the day and evening. The different salesrooms were beautifully decorated for the occasion. Each visitor was presented with a carnation as they entered the building. This firm has placed an immense sign on the top of their building. It is painted and cut out to represent an Edison phonograph with large horn. In the bell of the horn there is a picture of Mr. Edison. At night this is illuminated by many small electric lights, attracting much attention.

## EDISONIA CO.'S NEW QUARTERS.

A. O. Petit, of the Edisonia Co., of Newark, N. J., is now preparing a new home for his company at 58 Halsey street. On account of the extensive alterations under way at the new place it will be a month at least before he can get established.

Their new quarters, when finished, will be among the handsomest in the State. The whole front of the building will be of solid plate glass, which will not only ensure bright, cheery rooms, but a wonderful opportunity for window display on a large scale.

Heintzman & Co., who handle Edison and Columbia talking machines, records and supplies in Winnipeg, Man., report an exceptionally good demand for these products in that vicinity.

**Don't  
disappoint  
your  
customers**

If you're out of anything and have to send to your jobber for it, tell your customers just when you will have it—and don't disappoint them.

Sounds well enough, but how are you going to do it? That's between you and your jobber, and your jobber ought to be able to size up to the mark.

Every one of our customers know they can swear by us, for we ship every order the same day it is received, and they can figure out without any trouble just when the goods will arrive at their store.

Wouldn't you like to enjoy this service? Wouldn't it be better for your store and tend to draw your customers closer to you?

We're ready to fill your orders whenever you send them to us. We always have on hand a complete stock of Victor talking machines and records, trumpet horns, fibre cases, English needles and other accessories of every sort, and never keep you waiting.

Write to-day for a copy of our latest catalogue. When you get it, make up a trial order and see if all we have said about prompt service isn't backed up by actual performance.

**The Victor Distributing  
and Export Company**

77 Chambers Street

New York





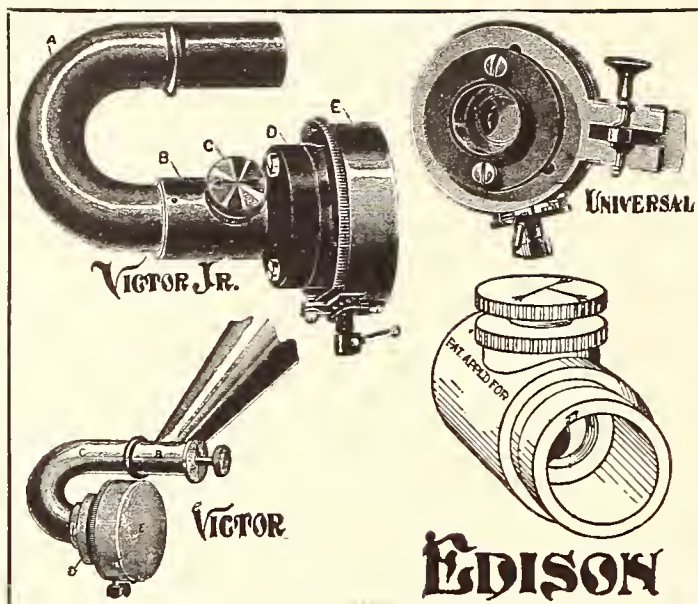
# TONE REGULATORS

## FOR ALL TALKING MACHINES

### "Junior" Tone Regulator

Illustration represents The Tone Regulator as it looks on a Victor Tapering Arm Machine. If you will notice the cut you will find part marked "E." This is aluminum cup, which fits over the Exhibition sound box and when reducing the tone the cup prevents the tone escaping through the sound box. With this Tone Regulator one can change the tone from very loud to very soft by simply turning the thumb screw marked "C" in cut. The Tone Regulator does away with the soft tone needle. The volume of tone can be reduced without impairing the quality of same, thus enabling one to hear the loudest band piece in a very small room.

**Price \$1.00**



### Tone Regulator for Edison Machines

The illustration is an exact cut and size of our Tone Regulator for phonographs. By simply turning the thumb screw you can regulate the tone so that the loudest band pieces may be listened to with pleasure in the smallest room. The Tone Regulator is placed between the reproducer and the rubber connection or the horn.

**Price 75 cents each**

### The "Universal" Tone Regulator

The "UNIVERSAL TONE REGULATOR" is designed to fit Tapering or Straight Arm Victor Machines, also Columbia and Zonophone Tapering Arm Machine. With the "Regulator" the tone from the horn can be reduced to any desired volume at the will of the operator without stopping the machine. By the use of the cap over the outside of the reproducer the sound which comes from that side is cut off, and only the pure tone which comes through the horn is heard. This outside tone has a higher pitch than that which passes through the horn and causes much of the harsh metallic sound often noticed, which is really a discord.

To apply the "Regulator" loosen the screws which fasten the reproducer to the arm and remove the reproducer. With the Victor the same screws can be used, but with others they must be replaced by ones furnished with the "Regulator," which are slightly longer than those originally on the machine. Place the "Regulator" against the rubber disc in such a manner that the slide valve will be away from the rubber and against the metal back of the reproducer, and so that the screws will pass through the proper holes; those marked "A" being made to fit the Victor and Zonophone, and the three marked "B" to fit the Columbia. Place the reproducer against the "Regulator" so that the screws will enter the proper holes, and set the screws tight to place. The instrument is then ready for use.

**Price \$1.00**

### The "Victor" Tone Regulator

With this Tone Regulator one can change the tone of a talking machine from very loud to very soft by simply turning the thumb screw, which is shown in the cut, and marked letter A.

First—It does away with the soft tone needles which are detrimental to the records.

Second—The volume of tone can be reduced without impairing the quality of same, thus enabling one to hear with pleasure the loudest band piece in a very small room.

Third—With the Tone Regulator one can give expression to the selection, thus doing away with the *monotony* of the record.

Fourth—By reducing the tone in vocal selections the words are more distinct. This can only be done by the Tone Regulator.

**Price \$3.00**

Dealers will find it advantageous to carry a stock of these Tone Regulators as it is very often the means of selling a machine to parties who would otherwise not purchase.

**Discount to dealers same as on Victor Machines.**

We are the only distributors carrying a complete line of Victor Records in sealed Envelopes, which is a guarantee that the Record has not been used and is in perfect condition. Send us a trial order.

# The Rudolph Wurlitzer Co.

Manufacturers

CINCINNATI.

CHICAGO.



# FROM OUR EUROPEAN HEADQUARTERS

No. 69 Basinghall Street, London. E. C., England

W. LIONEL STURDY, Manager

## THE TRADE IN ENGLAND.

Trade Satisfactory—Longer Records Commanding Large Sale—Indications of Strikes May Interfere With Trade Somewhat—The Edison Bell Co.'s Long Record—Interesting Chat With Mr. Rühl—A New Incorporation—The New Columbia Quarters Centrally Located—Russell Hunting Co. Expansion—Growth in Talking Machine Popularity Everywhere—Used as an Aid to Drilling and in Recitals in the Hop Fields—A Birmingham Concern—Other Items of Interest.

(Special to The Talking Machine World.)

London, England, Oct. 6, 1906.

The general trend of our September trade has been good. Reports from all quarters bear out the fact that the longer records now supplied by the Edison Bell, Russell Hunting and General Phonograph Co., have commanded an exceptional sale, and have awakened great public interest. Unfortunately for us, this country is at present threatened with many trade disputes, that in two cases have already matured into strikes. Employes in the Scotch and South Wales collieries, the Clyde boilermakers and British railwaymen are agitating for higher wages and a shorter working day. We are not so much concerned with the justice or otherwise of the disputes as to what bearing it will have upon the talking machine trade. As these labor wars tend to divert capital from this country, it will be felt that at any rate in the particular strike counties some detrimental effect must result to most trade, perhaps more so to our own when we consider that the talking machine is not so much a necessity as a luxury.

In my August report I gave currency to the fact that the Edison Bell Co. were placing a longer record on the market. Instead of one-quarter to three-eighths of an inch, it will occupy almost the whole length of the mandril. The extra space will, of course, be utilized in many cases to the full, and consequently certain selections can now be rendered complete, which hitherto was not possible on the ordinary standard length record. Interviewed on the subject Mr. Hough said that the output of the larger record will naturally be limited, in comparison with the whole amount of trade. For some time to come the greater part of the business will be in the standard size, but undoubtedly the longer

record will grow rapidly in public favor and probably lead to a revolution in demand, which from one too obvious point of view is much to be regretted. On the principle so characteristic of humanity, "get as much for your money as you can," the masses will clamor for the longer record, whether or not it contains more music than the ordinary. Asked as to condition of sales Mr. Hough said trade was splendid. Last month was synonymous with marvelous sales, and this month bids fair to outshine all its previous records. Great preparations are in hand, and new plant has been put down with the object of being ready for those sudden expansions of trade, which appear to be characteristic of this business during the winter months. A splendid range of new artists is promised for the future, some who have never yet been known to the phonograph. Asked if he wished to tell The World readers anything more, my informant replied that it might interest them to know that there had been no recent fire at the works, nobody had died in their connection, and he wished to say nothing more, except to assure friends throughout the world that "all's well."

### Disc Records Made in Great Britain.

The Columbia Phonograph Co. drew our attention to a statement circulated in the trade to the effect that certain disc records are the only composition disc records made in Great Britain, very properly pointing out that the statement is untrue, inasmuch as Columbia disc records come within this description, being made of composition and manufactured in London.

### Recent Columbia Records.

The 12-inch Columbia disc records by Miss Ruth Vincent and David Bispham, to which I drew special attention last month, have proved exceptionally good sellers. The demand for them even in the first few days of September was indeed so great that the shelves were soon emptied. A further stock was speedily requisitioned by cable, and before the month closed another large shipment had arrived, so that the company are again in a position to give prompt attention to the large orders which these excellent records are calling forth.

### Mr. Marconi's Plans.

Mr. Marconi is evidently not the man to let the grass grow under his feet. We announced last month that he had accepted the position of consulting physicist to the Columbia Phono-

graph Co., General, and we are now able to say that he has already given attendance at the company's American laboratory and made such arrangements as will enable him to proceed with his projected experimentations forthwith. Just now, we hear, he is back in Europe on important business concerning his wireless telegraphy undertakings, but it is his intention to give his immediate attention to the talking machine, and in pursuing his investigations he will, of course, make the fullest use of the unique resources which the Columbia Co. can offer him in their laboratories on both sides of the Atlantic.

While in America last month he spent a day at the Columbia's Bridgeport factory, and in the evening was entertained at a banquet at the Waldorf-Astoria Hotel in New York. He expressed himself as delighted with the splendid manufacturing and experimental facilities the Columbia people have provided in America and proposes to visit their London plant at the first opportunity.

### Carl Lindstrom's Great Business.

The famous house of Carl Lindstrom stands out as one of the largest manufacturing firms on the Continent. They occupy commodious premises in Berlin, besides having their depots and agents throughout the world. Their principal outside agency is in London, under the able management of Mr. O. Rühl, a gentleman of wide experience as a talking machine manufacturers' agent. In the course of a very interesting interview with Mr. Rühl I learned some particularly good news in relation to the firm he represents. The fact that their output increases not only each month but right throughout each whole year, summer as well as winter, shows a very satisfactory state of affairs. This condition is but the "effect." Let us trace the "cause" and we are immediately led to quality, workmanship and service. These three form the basis of business progress. They stand for the word "recommendation," which means everything in these times, when the market is overrun with articles of gaudy and inferior quality. From time to time the growth of Carl Lindstrom's business has rendered it necessary to secure additional space; to-day the needs of the business have demanded still more room, and the new up-to-date warehouses situated in a central quarter of Berlin will enable them to offer dealers still better service in the future. As an instance, I

# CARL LINDSTRÖM, G. m. b. H.

## BERLIN

*LARGEST Continental Manufacturer of All Kinds of*

# TALKING MACHINES

**Best Quality**

**Best Workmanship**

**Best Value**

Agent for England and Colonies:

# O. RÜHL, 6 and 7 Red Cross St.

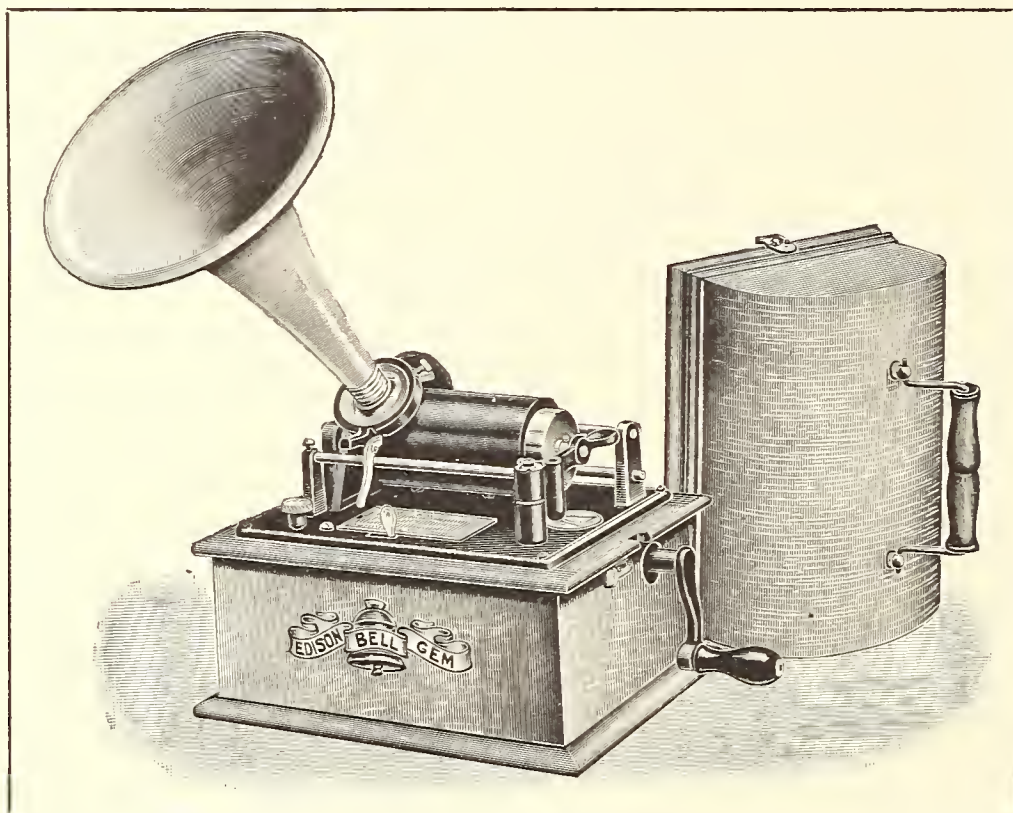
## London E. C., England

To whom all inquiries should be addressed



*The*  
**EDISON BELL PHONOGRAPHS**

*The*  
**EDISON  
 BELL  
 GEM**



*The* E. B.  
**"STANDARD"**  
 BUILT ON  
 EDISON  
 MODEL

A NEW AND ELEGANT MODEL—JUST A MINIATURE "STANDARD"  
 MANUFACTURED IN LONDON, ENGLAND

*The*  
**EDISON BELL  
 GOLD MOULDED RECORDS**

ARE  
 LOUD—CLEAR—DISTINCT—SMOOTH SURFACES—HARD WEARING  
 AND  
 HAVE THE BIGGEST SALE IN GREAT BRITAIN AND COLONIES

**THE NEW SELECTIONS**

ARE NOW MADE  
 THE FULL LENGTH OF THE MANDREL  
 AND CONTAIN  
MORE MUSIC—ANOTHER VERSE OF A SONG—OR—STAVE OF A BAND  
 THERE IS ROOM FOR THIS RECORD AMONGST ALL ENGLISH SPEAKING PEOPLES

ADDRESS

**EDISON BELL**

**39 CHARING CROSS ROAD**

**LONDON, ENGLAND**



## FROM OUR LONDON HEADQUARTERS—(Continued.)

may say that no less than fifty new workmen have been taken on within the last month or two. Disc machines form their specialty, and these are now being turned out as fast as the capacity of the works will permit. A specially reliable motor is fitted and, as a whole, these disc machines constitute first-class value. In his announcement Mr. Rühl invites correspondence, and dealers—no matter in what part of the world you are located—you should write to him for further particulars.

**David Bruce & Co.'s Specialties.**

David Bruce & Co. report business as good, but not brisk. Their unwearable needle commands great attention, and sales are increasing in a very satisfactory manner. Gardner's patent sound box, with the screw attachment, is another good seller. The disc record library in connection with this firm is as yet in its infancy, but now that the season has almost commenced it is anticipated that the library will increase in popularity, especially as for a subscriber there is no limit to the number of tunes, records can be exchanged. Dealers should address David Bruce & Co., 151 High Holborn, London, for further particulars of their specialties.

**Henry Seymour, Ltd., Registered.**

Henry Seymour, Ltd., were registered September 10, 1906, with object to take over the Seymour specialties hitherto manufactured by the Microphonograph Co., and to further engage in the manufacture of disc and cylinder machines and records on improved principle. The first public issue of 5,000 shares at £1 each will shortly be published. Henry Seymour is managing director, W. J. Pope, secretary, while the remaining directors are Ernest Hamilton Burgoyne, James Gray, William Mayland, G. Lawrence Holland, Alfred Cornell and Louis Berlyn.

**Columbia Co.'s New Quarters.**

In the course of a chat Mr. Shields mentioned that the present month will see the Columbia

Phonograph Co., General, installed in their new premises at 64 and 66 Oxford street. Now that the boardings are down, the stately five-story edifice with its tastefully ornamented stone frontage impresses every passerby. As soon as the building is tenanted by the company, the already striking effect will, of course, be considerably enhanced. A brilliant window display will focus attention on the purpose to which the premises are devoted. The visitor, on entering the new establishment, will find the attractiveness of the interior arrangements complementary to the fine effect of the front. The shop will occupy the ground floor, while the upper stories, which may be reached by means of a hydraulic lift, will be devoted to office uses. The location of the building—just above the junction of Oxford street and Tottenham Court road, where crowds of shoppers and sightseers are always to be found—coupled with its commanding appearance, gives a unique advertising value to this new establishment. It has always been the policy of the Columbia Co. to go to any expense so long as they were represented in the chief thoroughfare of every city where they have a branch. The old Oxford street premises, with their brilliant lights, were at one time the talk of the neighborhood. It is intended that the new building shall be still more prominent in this respect, and good publicity will therefore be secured. The old premises in Great Eastern street will be retained for the present; at any rate, until the new warehouse is in working order.

**Neophone Co. Open in Japan.**

At the Neophone Co. I learn from Mr. Sabine that branches have been taken in Japan. The company will be known as the Japanese Neophone Co., with their offices at Tokio and Kobe. This is without doubt an enterprising move of the mother company, and deserves the utmost success. There are several Japanese artists now in London, busily engaged in making the first Japanese records.

**Sterling Special Wins Tremendous Vogue.**

Another record! It is not a new cylinder or disc, but just a record in output of the now famous record known as the "Sterling Special." Everywhere I went the dealers always told the same tale, "sold out." This whetted my curiosity for more, so I immediately paid a visit to the manufacturers, the Russell Hunting Record Co. Here Mr. Sterling informed me that the extra music given on the longer record was appreciated so much that they were unable to deliver, or for that, manufacture fast enough. A complete set of the thirty-six new titles were dispatched by order to no less than 5,000 dealers in the record time of two days and nights. Think of it, 180,000 in 48 hours. Regarding the "Odeon" records Mr. Sterling stated in answer to my question that it was not possible to make out exact tables of comparison of the sales under their management against those of the old London firm. But there was certainly a material difference. Under their guidance and assisted by the additional publicity given, the "Odeon" record is fast gaining popularity and new adherents. A further tribute to enterprise lies in the fact that the Russell Hunting Co. are shortly sending Mr. Ditcham to represent them in South America. Elsewhere will be found other particulars concerning this new departure. Before taking my leave Mr. Sterling kindly paid a compliment to the general get-up and contents of our September issue, stating that it was most interesting and generally a splendid number indeed.

**Big Orders Received for White Records.**

Said Mr. Latham, of the General Phonograph Co.: "The orders for the White record are coming in as fast as we can take care of them." The huge extent of their factory output makes that statement very interesting. No long rows of figures are given—it is not necessary. Just the fact that they are hard pushed to dispatch the orders fast enough, is a very satisfactory condition, and must occasion no little pride to

## OUR OCTOBER LIST NOW READY

# The "WHITE" GENUINE GOLD MOULDED RECORD

Compare it with other makes

**OCTOBER LIST OF TITLES**

- 118. Lassie, Dinna Sigh for Me. Hector Grant. Orchestral Accom.
- 119. Irish Jig. Accordion Solo. A. J. Scott. Piano-forte Accom.
- 120. Laughing Water. Bell Solo. Henry Dale. Orch. Accom.
- 121. The Only Girl I Love. Bell Solo. Henry Dale. Orch. Accom.
- 122. There's a Man in Manitoba. Peter Dawson. Orch. Accom.
- 123. The Boy's Brigade. Peter Dawson. Orch. Accom.
- 124. El Miserere, from Il Trovatore, with Bell Effects. Empire Military Band.

Retail

**1/-**

Price

Jobbers in all British Colonies should not lose sight of the fact that by buying their Records in England they benefit by the preferential tariffs.

SEND US YOUR NAME AND ADDRESS



Give it a trial

**OCTOBER LIST OF TITLES**

- 125. Music Hall Melodies, introducing "It's a Different Girl Again," "Roses," "Take Me Back to London Town." Empire Military Band.
- 126. Let Me Sing. Comic Descriptive Record. Arthur Gilbert and Hector Grant.
- 127. Women and Men. Comic Song. Arthur Gilbert.
- 128. Sunset Memories. Descriptive Orchestral Selection, introducing many well-known sounds of country life at the sunset hour, concluding with the singing of Birds, etc. Empire Symphony Orchestra.
- 129. Baru Yard Serenade. Alf Holt and Peter Dawson.
- 130. The Punch and Judy Show. Alf Holt and Peter Dawson.

Retail

**1/-**

Price

It gives a quarter of a minute more music than other makes.

NEW LISTS ISSUED EACH MONTH

**The General Phonograph Company**  
Limited  
**26, EUSTON BUILDINGS, EUSTON ROAD, LONDON, N. W.**



## FROM OUR LONDON HEADQUARTERS—(Continued.)

those who have marketed the "White" record. Letters of appreciation are constantly being received, and inquiries through the medium of The Talking Machine World have come in from all parts of the globe. A new record box has recently been selected. It is slightly longer than the old one, and is artistically gotten up in white and gold with a royal blue background, and is of a most striking and pleasing appearance.

**New Arrivals Sell Well.**

The new "Jewel" cylinder and the disc "Regal" graphophone of the Columbia Phonograph Co.'s are both enjoying an unprecedented sale. Dealers who display these lines are in consequence doing a good business; a new catalogue of 7-inch and 10-inch disc records has just been published. The list includes many popular titles. The Columbia Co. have also prepared a new edition of their machine catalogue, containing full details of the different styles and types of the Columbia graphophone. During August the Columbia business throughout Europe shows an increase on the same month last year.

**The Power of the Phonograph.**

The Rev. J. Allard Pride, rector of Bridlington, in the current issue of his parish magazine, makes some scathing remarks anent the vocal powers of his choir, and incidentally pays a compliment to the phonograph. After attacking the congregation for not putting enough money in the plate, the reverend gentleman turns his attention to the lady members of the choir, and severely admonishes them for the poor quality of their voices—poor things! Not content with this, he strongly recommends them to take lessons in singing, and adds: "Would that every one before singing in public could sing into a phonograph and hear the sound of her own voice." There is talk of reprisals on the part of the choir, but the best thing they can do is to get that phonograph, a supply of blanks, and set to work right away to improve matters.

**The Gramophone an Aid to Drilling.**

The latest instance of modern ingenuity is the use of the gramophone in aiding recruits to become efficient soldiers. Experiments have been successfully conducted in drilling native Malay levies by word of command emitted from a gramophone in place of the ordinary drill sergeant. Even the Zulu can now hear his own native songs and war dances from records made by the West End Gramophone Co., who have sold more than twenty machines to swarthy warrior

chiefs in South Africa. Folk songs of the Pygmies were recently secured, and a machine has been dispatched to Lapland for the purpose, if possible, of procuring Eskimo folk songs.

During this summer talking machines of all descriptions have been a regular feature of riverside life. By the aid of an immense gramophone Sunday afternoon variety entertainments were given at Hampton Court. Music, singing and recitative records were played one after the other, and that they were appreciated was evidenced by the swarms of well filled punts and boats gathered around.

**Gramophone Recital for Hoppers.**

The most unique feature of the Hopping season this year was undoubtedly on the musical side. Hitherto the music (sic) emanated from mouth organs, accordions and such like instruments, but these were entirely forgotten when the strains of "Molly, I Love You," "Everybody Works but Father," etc., floated on the air from a huge gramophone located on a farm at Pad-dock Wood. It was a soft, cool night. Everything seemed to harmonize, and, in fact, it was just the time when the gramophone was heard at its best, and it is no cause for wonder that the savage spirits of the hop pickers were for once held up.

**A Horn That Is Much in Demand.**

Whitelock's patent improved concert horn is generally conceded to produce the most mellow notes with the best effect. For increasing, throwing and toning power it has no equal. The Bell is spun in one piece, and the stem takes apart from bend with a slip joint for convenience of packing.

**Russell Hunting Co.'s Show Card.**

The Russell Hunting Co. send a sample of their new show card. It is of unique design, and by a special arrangement of shade color, the record box, which forms the illustration, is thrown out into bold relief. Another novelty is the record shaped cards of various designs and colors, whereon is a picture of the Sterling artist and the selection he has recorded. Foreign and colonial dealers should write to the company at 81 City Road, London, England, for copies.

**Lyon-a-Phone Talking Machine Co.**

From the Lyon-a-Phone Talking Machine Co. comes to hand a unique machine catalogue in the shape of a show bill. It is very effectively set out, and contains illustrations of various machines, sound boxes, phonograph springs and

other talking machine accessories. Particular attention is drawn to their Lyon-a-Phone opera sound boxes, which have obtained much popularity in this country, and are issued to the public at a very moderate price. This company are now specializing flower horns for cylinder and disc machines, and are booming Zonophone and Sterling records.

**Imperial Records Handled by Cook's Co.**

In my last month's report the second paragraph in the last column on page 35, referring to the "Imperial Record," is made to read as being handled by Messrs. Pathe Freres. This is to advise all and sundry that the "Imperial Record" is handled in this country solely by Cook's Athletic Co., of Beech Street House, Barbican, London. In conversation Mr. Cook said it is a time of great activity with them just now, and although supplies come in pretty quickly, they are not quick enough to cope with the many orders now in hand. No finer indication of the popularity of the "Imperial Record" could be found than this, and much credit is due to Mr. Fisher, who looks after the selling end of the proposition. By the way, a most attractive show card has just been issued by Cook's Athletic Co. It illustrates a gun shooting record, and the title refers to the "Imperial" as the great gun of the record world. The whole is very effectively gotten up in striking colors, admirably blended together, and will be sent to dealers on request.

**Mr. William Ditcham.**

In another part of this report I made reference to the Russell Hunting Record Co. and their South American representative, Mr. William Ditcham. As the interests of this journal extend to South America, and, for the matter of that, the whole world, it occurred to me that our South American friends particularly would be interested in the subject of these few lines, hence I set forth to find the gentleman in question, which proved an easy matter. "Yes; I sail from here on the 5th of October for South

**American Trade in Great Britain**

An old established London house with large city offices, showrooms and warehouses; with travelers calling on the largest buyers, is open to accept Agency for American Manufacture of Talking Machines, Specialties and kindred goods, on commission. References exchanged. Only houses of thoroughly good repute entertained. Box 45, Talking Machine World, 69 Basinghall St., London England.

**Electro-Mechanical Engineering Works**

211 HACKNEY ROAD, LONDON

EXPERTS FOR RECORDING, Discs & Cylinders  
DUPLICATING and MOULDING  
Try our London Popular Record

**PHILIP NEALE,****PHONO. EXPERT,**

5 Chalk Farm Rd. LONDON, N. W.

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

**Have You a London Representative?**

If your goods are not represented in this market, they should be, as there is a good opening for smart American Talking Machine Accessories or Novelties. Communicate with Box 100, Talking Machine World, office, 69 Basinghall Street, London, England.

**LATEST NOVELTIES**

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small Phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled.

Factors should write for sample and wholesale prices, to

**G. W. CORDOCK & CO.**

High Street, Scunthorpe, Lincs., England.

**The Russell Hunting Record Co., Limited****MANUFACTURERS OF THE  
"STERLING" RECORD**

ARE THE LARGEST MANUFACTURERS OF RECORDS  
IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by **RUSSELL HUNTING** The Originator of the  
"Michael Casey" Series.

**WE GUARANTEE EVERY RECORD TO BE PERFECT.****"STERLING"****GOLD MOULDED RECORDS 25 CENTS EACH.****LIBERAL DISCOUNT FOR EXPORT.**Canadian, New Zealand and South African Importers will save Duty by Importing **BRITISH MADE RECORDS.****THE RUSSELL HUNTING RECORD CO., Limited**

81, City Road, London, E. C., England



## FROM OUR LONDON HEADQUARTERS—(Continued).

America. I first go to Paris, where I meet my partner, who will act as interpreter, and thence we go direct to our destination." "Will you tell the readers of The Talking Machine World the exact object of your visit, Mr. Ditcham?" "Cer-



WILLIAM DITCHAM.

tainly; my company already have their agents out there, and while there will, of course, be other business matters to attend to, the principal reason of my journey is to obtain and superintend the recording by native artists." "Another question, Mr. Ditcham. How long have you been connected with this industry, and what is your exact experience?" "Well, altogether I have had over ten years' knowledge of the business, having previously been connected with another large cylinder record firm, as well as the 'Electric' record, which I helped to place upon the market." Mr. Ditcham is also a practical man, apart from the musical side, and his experience in recording was gained under the able tuition of Mr. Russell Hunting. Since, from these few words, it is obvious the Russell Hunting Co. have secured the right man, we may expect to hear some very interesting selections as early as possible. Wishing Mr. Ditcham a safe and comfortable voyage, I took my leave, hoping to hear from him later.

**The Edison Bell Co.'s Long Record.**

Now that the Edison Bell Co. have placed a longer record on the market, dealers should stock them, as there will undoubtedly be a large public demand for these famous musical records. Write, therefore, to the company at 39 Charing Cross Road, London, England, for lists.

**Enterprising Birmingham House.**

The Colmore Co., of 31 Colmore Row, Birmingham, have launched out very extensively as factors in the phonograph trade. They believe that one thing done well is much better than several done indifferently, and they are therefore making a specialty of Edison productions

and also Sterling records. They boast that they have every record in stock of both the above makes and what is also important, they can place their hands on any record in a few seconds. Their trade is increasing by leaps and bounds, and as they have a large and industrious population in and about Birmingham, their prospects are particularly bright.

**LATEST ENGLISH PATENTS.**

Compiled for the Talking Machine World by an Expert in London—Will Give Americans an Idea of Developments on the Other Side.

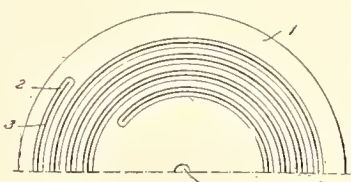
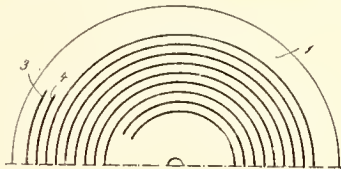
(Special to The Talking Machine World.)

World Office, 69 Basinghall Street, E. C.,  
London England, Oct. 5, 1906.

The following list has been compiled exclusively for The Talking Machine World by Cassell & Co., 90 Chancery Lane, to whom inquiries relating to all patents should be made.

No. 6613, Alexander Morris Newman's "Improvements in records for Phonographs and like sound recording instruments." Date of Application March 19, 1906. Complete patent accepted August 16, 1906.

The object of this invention is to produce a record in which the indentations forming the sound image are efficiently protected from injury



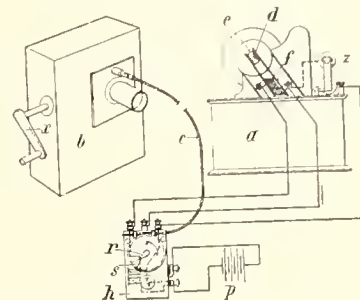
by contact with other objects, and further to produce a record adapted to itself guide the sound box needle or stylus when sounds are being received without the necessity of special driving appliances.

As shown, the record disc 1 is formed of hard material with a groove 2 therein, the walls of which are designed to guide the sound box while sounds are being recorded in a second groove 3 formed therein and filled with record material. The groove 2 also protects the record groove 3 from injury. In the modified form, the groove 2 is dispensed with and a groove 4 formed in

the disc material parallel to the record groove 3 and designed to receive a projection carried by the sound box by means of which the latter is guided.

No. 26,522. A. J. Boulton (Henry Joly). "Improvements in or relating to synchronizing the movements of cinematographs and phonographs or like instruments." Date of Application December 19, 1905; completed patent accepted September 6, 1906.

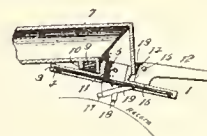
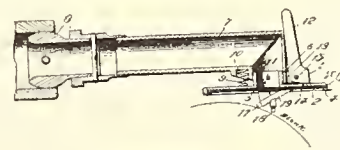
The synchronizing apparatus forming the sub-



ject of this invention is a speed indicator which enables the speed of the cinematograph to be ascertained at every moment and regulated in accordance with that of the phonograph. The apparatus is characterized by putting each of the apparatus, that is, the cinematograph and phonograph, in gear with a speed indicator, which is constituted by a rotating needle, the movements of which is effected by one or other apparatus by means of a motor mechanism, the speed of which can be varied at will and actuated in such a manner that the movement of the said needle is always in concordance with that of another needle actuated by the motive mechanism of the other apparatus, while one of the needles can be replaced by a rotating indicating dial.

No. 5062. Matthew Atkinson Adam's "Improvements in or relating to phonographs and like machinery." Date of Application March 1, 1906. Complete patent accepted August 30, 1906.

This invention relates to phonographs and the



like of the type wherein the diaphragm operates both a recording and a reproducing style which are adapted for alternative engagement with

# THE BEST IN THE WORLD HOWELL BROS. SOUND BOX

Adapted for Victor Taper Arm and also Direct Horn Machines

**Dealer's Price \$1.50**

**You can afford to pay duty on this and then have a better line than any in the States.**

Europe, Asia, Africa and Australia have expressed their satisfaction with our Sound Box and now we want to supply the rest of the World

**HOWELL BROS., St. John St., CLERKENWELL, LONDON**

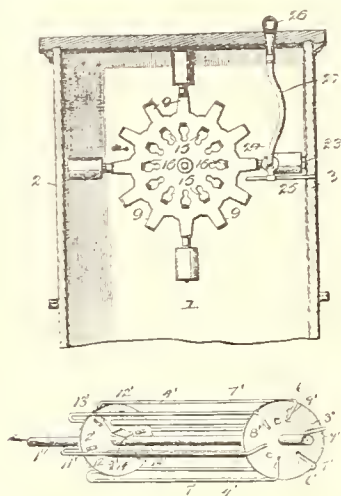




the blank or record, the object being to mount the styles on the diaphragm and tilt the diaphragm to obtain such alternative engagement without rotating it, as will be clearly understood from the accompanying sketches showing the diaphragm in both positions.

No. 17,016. George Winfield Gomber's "Improvements in phonographs and the like." Date of application August 22, 1905. Complete patent accepted August 22, 1906.

This invention relates to a tablet carrier and



mandrels for talking machines whereby a plurality of tablets are grouped together in one machine so that any one of the tablets may be moved into co-operation with the reproducer as desired, and as shown the tablet carrier comprises a disc-like plate 6 having a plurality of bearing seats struck up therefrom and arranged in pairs, a sleeve secured to each pair of seats, a shaft rotatably mounted in the sleeve and designed to receive upon its extended end a tablet mandrel and means to rotate the shaft, also means to rotate the carrier in either direction whereby the tablets on the mandrels are moved in a common radial path. The tablet mandrels are so arranged as shown as to yield when the tablet is forced home thereon, and at the

same time afford a positive or unyielding form of support for the tablet and truly center the same around the axial plans of the mandrel shaft.

### BRITISH COPYRIGHT BILL.

F. M. Prescott, General Manager of the International Talking Machine Co., Berlin, Germany, Takes Issue With Sections Exempting Records as Infringement.

In the appended letter, F. M. Prescott, president and general manager of the International Talking Machine Co., Berlin, Germany, takes issue with that provision of the new British copyright law exempting records as infringements. The exemption, Mr. Prescott contends, precludes the copyrighting of records in any form, and in this he believes it works an injustice. In other words, he takes the same position as Horace Pettit, counsel for the Victor Talking Machine Co., Camden, N. J., does toward the bill now before Congress. The communication follows:

Weissensee, Bei Berlin, Sept. 25, 1906.

The Talking Machine World, New York:

Gentlemen—I have received a copy of the new British copyright act of August, 1906, and am surprised to see that this exempts mechanical contrivances for the reproduction of words or music as being a copyright infringement, and on account of this I cannot but think that the British legislators have given very little thought to this important subject.

I believe that the recent act of Parliament is a slight to our honorable trade of talking machines and all other mechanical contrivances for the reproduction of words and music. In other words, I insist that the phonograph or gramophone records or the cylindrical roll of an automatic piano or a music box is just as much an edition of the music as the printed sheets of music to which the copyright law alone gives protection.

To illustrate, the edition of sheet music is only one way of recording or preserving the musical

composition, both words and music, or either singly. Any one understanding to read the notes on the sheet music and the words, and who is competent to play these notes upon any musical instrument or sing the words with the proper notes as written in the music is able to give a more or less proper reproduction of the composition as composed by the author.

Now what are our reasons for considering a phonograph or disc record of a mechanical piano roll an edition of the music?

In such countries as Turkey, Egypt, Arabia, India, Burmah, Siam, and others which we might mention, there are no such things as notes or written music by which to record the musical compositions of the composers of those countries. When a composer in one of those countries composes anything new, he composes the song in his head and learns it by heart, and teaches it by the singing of it to other persons, and in this way, from person to person and generation to generation, the songs of the composers are handed down and made public.

One can readily understand that in this way the musical compositions of those countries deteriorate, and by the time they have passed from person to person, before long they are no longer the original song or music of the composer.

Now, what part does the mechanical record play?

After the author has composed his song or music he sings or plays it to a talking machine, thus making an absolutely accurate and faithful record of his composition, which, if put upon any other talking machine reproduces at once the new composition accurately and faithfully as composed by the author. Here we have another means than that by notes and sheet music of recording correctly and accurately musical compositions, in other words, it is another way of editing music and songs.

This new song can then be sold broadcast all over the world, and it does not deteriorate or change in any way from the original composi-

## TOPHAM'S CASES

are the original and standard. Build up your trade by carrying the standard rather than the imitation.

These are a few styles only.

1855

Canadian Distributors  
**R. S. Williams  
& Sons Co., Ltd.**  
Toronto and Winnipeg,  
Canada.

Pioneer Manufacturer



Write for complete catalogue and price list.

1906

New England Distributors for Disc and Machine Cases,  
**M. Steinert & Sons Co.**  
Boston, Mass.

All our cases are made from select lumber, covered with a genuine book cloth, imitation of seal grain leather. An inside flange, which is cut from the solid wood, forming the top, thus giving strength and keeping out dust and dampness, is a point I claim exclusive to our case. Cylinders are made on especially constructed machines and are correct size and uniform diameter. By my special method of fastening in, they are absolutely secure.

**JAMES S. TOPHAM**  
WASHINGTON, D. C.



For 72 Records



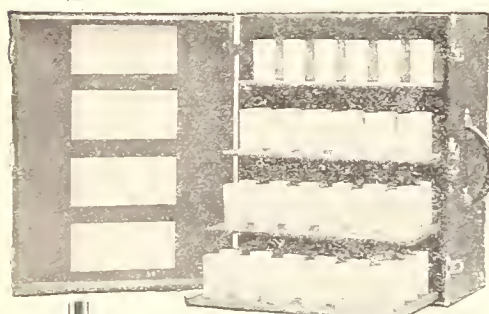
Made for Any Make and Number Machines.



10 and 12 inch



For 36 Records



For 96 Records  
Something New and Exclusive  
With Us.



For 48 Records



tion of the author; in fact, without music notes in the above-mentioned countries the talking machine record is to-day the only means of edition that the author or composer has, and we maintain that the talking machine record is a more accurate method, a more accurate system, than sheet music, because in sheet music you cannot put into it the soul and expression of the author, and each purchaser and player of the sheet music is bound to give it a different expression to that of the author or composer, whereas by the talking machine record, when sung or played by the composer, we have a perfect copy and transmit to all generations the actual music just as composed and expressed by its author.

Recently European music publishing houses have acknowledged this fact, and our company, the International Talking Machine Co., have already commenced for certain music publishers the work of making new records from all new sheet music as fast as it appears. The music publishing houses in question consider the phonographic record just as much a proper edition of these new editions as their sheet music; in fact, I believe they consider them better than the sheet music, because they advertise and supply these phonographic records to their branch houses and customers to show them how the new composition should be played or sung, and in this way the trade and public get an accurate idea of the new composition.

I believe that on a proper presentation of the above facts to the British Parliament, that they would be bound to acknowledge that the mechanical means of reproduction are just as much an edition, if not more so, than the present sheet music of to-day.

There is no question but that the talking machine should be protected in their editions against the copying of these by unscrupulous parties who do not wish to pay for the artist or other expenses for making the records.

The present British copyright bill of 1906 is far from just, and we trust that the Parliament will rectify the error in this bill.

Yours very truly,  
F. M. PRESCOTT.

### OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Month.

(Special to The Talking Machine World.)

Washington, D. C., Oct. 10, 1906.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the Port of New York:

#### SEPTEMBER 10.

Alexandria, 16 pkgs., \$254; Bombay, 38 pkgs., \$250; Havana, 25 pkgs., \$416; 7 pkgs., \$264; Havre, 9 pkgs., \$352; Milan, 33 pkgs., \$353; Montevideo, 5 pkgs., \$542; St. Johns, 9 pkgs., \$197; Tampico, 1 pkg., \$243.

#### SEPTEMBER 17.

Bangkok, 12 pkgs., \$1,300; Berlin, 240 pkgs., \$2,305; Buenos Ayres, 8 pkgs., \$164; Callao, 13 pkgs., \$1,714; Colon, 7 pkgs., \$216; 4 pkgs., \$64; Guayaquil, 18 pkgs., \$415; 11 pkgs., \$168; Havana, 46 pkgs., \$427; 46 pkgs., \$1,350; Havre, 11 pkgs., \$402; La Guayra, 81 pkgs., \$4,125; Limon, 11 pkgs., \$457; London, 3 pkgs., \$1,085; 828 pkgs., \$12,796; 974 pkgs., \$7,489; Manila, 2 pkgs., \$1,179; Para, 9 pkgs., \$219; Rio de Janeiro, 5 pkgs., \$164; Santiago, 3 pkgs., \$134; Shanghai, 24 pkgs., \$1,193; St. Petersburg, 16 pkgs., \$559; 11 pkgs., \$296; Sydney, 1,896 pkgs., \$25,367; Tampico, 3 pkgs., \$348; Valparaiso, 16 pkgs., \$968; 1 pkg., \$127.

#### SEPTEMBER 24.

Berlin, 228 pkgs., \$1,698; Bombay, 22 pkgs., \$361; Bristol, 49 pkgs., \$362; Bradford, 27 pkgs., \$180; Buenos Ayres, 3 pkgs., \$778; 16 pkgs., \$1,249; 11 pkgs., \$101; Cardiffe, 51 pkgs., \$322; Gibara, 10 pkgs., \$280; Glasgow, 18 pkgs., \$135; Havana, 35 pkgs., \$292; 8 pkgs., \$417; Havre, 17 pkgs., \$859; Kingston, 2 pkgs., \$101; Leeds, 100

pkgs., \$646; Liverpool, 177 pkgs., \$1,263; London, 31 pkgs., \$2,054; 24 pkgs., \$1,707; Manchester, 128 pkgs., \$804; Melbourne, 65 pkgs., \$1,663; Naples, 4 pkgs., \$1,800; New Castle, 71 pkgs., \$446; Rio de Janeiro, 5 pkgs., \$823; Santiago, 2 pkgs., \$159; Sheffield, 59 pkgs., \$379; Southampton, 20 pkgs., \$708; St. Petersburg, 8 pkgs., \$255; Valparaiso, 18 pkgs., \$328; Vera Cruz, 20 pkgs., \$785; Vienna, 6 pkgs., \$280.

#### OCTOBER 1.

Alexandria, 10 pkgs., \$475; Amsterdam, 1 pkg., \$500; Bangkok, 11 pkgs., \$951; Berlin, 297 pkgs., \$2,761; Colon, 11 pkgs., \$860; Guayaquil, 4 pkgs., \$134; Hanover, 3 pkgs., \$224; Havana, 7 pkgs., \$232; 50 pkgs., \$1,290; Havre, 4 pkgs., \$165; La Guayra, 2 pkgs., \$158; London, 1,134 pkgs., \$13,492; 5 pkgs., \$236; Manaos, 19 pkgs., \$785; Manila, 9 pkgs., \$748; Rio de Janeiro, 5 pkgs., \$110; Rotterdam, 3 pkgs., \$155; St. John's, 21 pkgs., \$815; St. Petersburg, 11 pkgs., \$384; Valparaiso, 6 pkgs., \$590; Vera Cruz, 88 pkgs., \$3,310; Wellington, 4 pkgs., \$121.

### PHONOGRAPH KEEPS DYING WORDS.

Wife Talks Daily into Cylinder So Husband May Always Hear Her Voice.

With death near at hand Mrs. Edward J. Mungen, the wife of a wealthy oil operator of Fostoria, O., talks daily into a phonograph so that when she shall have passed away her voice may cheer her sorrowing husband. Together the Mungens have made a tour of the world, and in each place of interest they visited Mrs. Mungen has recorded upon the cylinder her impression of the sights seen. Besides, much of the conversation between herself and her husband is recorded by the phonograph.

When the physicians at Fostoria and Toledo pronounced the "death sentence" upon Mrs. Mungen, who is now seventy-one years old, they said she probably would live longer if taken to other climates. Thereupon the Mungens set out upon a globe-encircling tour. Last week they arrived in Denver, having come from India via Victoria, Seattle, Portland and Salt Lake. If the doctors

think Mrs. Mungen's present state of health will permit they will make a tour of Colorado.

Upon arriving in Denver Mrs. Mungen's first act was to repeat into the phonograph her impressions of the sights between there and Salt Lake. She has a little chest in which she keeps cylinders which contain comments neither her husband nor any one else has ever heard. These will be repeated to him by the machine after Mrs. Mungen dies. "It will be like making another tour of the world with Mrs. Mungen," he said to-day. He is sixty-eight years old, but possesses a rugged constitution.

### FEW "TALKERS" FOR EXCHANGE

Demonstrate That Their Hold on Possessors Is Greater Than Many Musical Instruments.

The small number of talking machines offered for exchange in the exchange columns of the various publications running such departments would indicate that they have a hold on their owners that is greater than their other possessions, while many of the advertisers offer some prized possession in exchange for the talking machine. Dealers say that they have but few offered them except in exchange for more expensive styles. These second machines are always in demand, but sooner or later come back in exchange for a better one. Dealers never refuse the antiquated ones, as they are always good for window displays with the sign of "Then and Now." Some of the very old machines are at a premium, some of the dealers in sections where the trade has only recently developed desiring them for advertising purposes.

### CAN NOW HEAR THE KORAN.

The Mohammedan University of Al-Ashar in Cairo has admitted the phonographic reproduction of verses from the Koran as an entirely appropriate and not irreverent way of hearing the prophet's words.

Foreign demand for talkers is unparalleled.

## The Highest Authorities say the I. C. S. Language System is of Sterling Worth—Are YOU Selling it?

The leading educators and authorities everywhere who have investigated the I. C. S. System of teaching foreign languages have pronounced it to be the most perfect in the world. Take the following endorsement from the German Embassy at Washington, for instance:

I have, with great interest, taken notice of the Language System, through the phonograph, as taught by the International Correspondence Schools, of Scranton, Pa. The pronunciation of German and the rendering of the German specimen recitations, in verse and prose, which the machine delivers, are absolutely irreproachable, and the method applied to the Grammar appears to me thorough and practical. I deem the system well adapted to further the acquisition of the German language according to its Grammar and pronunciation.

SCHELLER-STEINWARTZ,  
Imperial Councillor of Legation,  
Secretary of the Imperial German  
Embassy at Washington, D. C.

This only goes to show that the language feature of the business is well worth YOUR investigation. Another thing that proves the same fact is that dealers who have tried it have greatly increased their business thereby. We have been telling you this for some time. Probably you have meant to look it up, but have forgotten to do so.

Why not sit down and write us a postal NOW

**International Correspondence Schools**

Box 918, SCRANTON, PA.



I.C.S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH



# NEW TAPERING ARM ZON-O-PHONE

\$27.50, \$35.00, \$45.00, \$55.00



## THE NEW GRAND OPERA ZON-O-PHONE

has been on the market for six weeks. The motor has triple spring, cabinet hinge top  $13\frac{1}{2} \times 13\frac{1}{2}$ , ten-inch turntable. We wish to call special attention to the new speed regulator; also the brake; as you will note when you shut off the instrument it doesn't stop with a jerk. The Grand Opera Machine is equipped with either regular horn or all brass morning-glory horn. Retails at \$55.00.

## THE CONCERT GRAND ZON-O-PHONE

will be ready October 1st. The brake and speed regulator are the same as on the Grand Opera. The motor is exactly the same, except that it has two springs instead of three. The cabinet is different in design but is the same size and has the hinge top. It is equipped with the regular horn or the morning-glory horn—red, blue or green. Retails at \$45.00.



# UNIVERSAL TALKING MACHINE MFG. CO.

28 Warren Street, New York



## TIMELY TALKS ON TIMELY TOPICS.

Dealers in all parts of the country are adding sheet music to their stock, and with profitable results. For the exploitation and effective demonstration of the music they have found the talking machine a valued assistant and one far superior to the piano, or any musical instrument, whether automatically or manually played. The voice is reproduced by the record in its correct vocal interpretation and phrasing and beauty of finish that is entirely beyond the function of any instrument. Besides, the dealer avoids the cost of a piano or the service of a "professor," items of no mean account in the aggregate. The success of this experiment is established in little time, the customer is delighted, sales follow as a matter of course, and, what is more to the point, the income of the store is increased. How many homes are blessed with the charms of music properly rendered and sung, through the medium of the talking machine! This is a suggestion so pregnant with benefit to the dealer in connection with the sale of sheet music—that is, the selections reproduced on records—that it is self-recommendatory.

A visitor to the works of the National Phonograph Co., at Orange, N. J., will see in the magnificent reference library—a quiet, restful place after looking over the hum and bustle of the great plant—one of the original Edison tin-foil phonographs, occupying a position of honor in an alcove by itself. There are said to be three of these historic instruments in existence, one of which is in the British Museum, London, England, that monumental collection of all that is interesting in the development of human endeavor.

No little talk is heard in the trade of "cutting out" the sale of "stencil" records; that is, those made bearing a dealer or a jobber's name or

trade-mark as distinguished from the lines produced by established manufacturers who will make no other. It is a moot question whether the trade at large acquires any distinctive reputation for so-called enterprise by handling stencilled records. This, however, is a matter for each individual concerned to settle for himself, and The World merely directs attention to the subject as a current topic of discussion, on which much may be said on both sides.

It has been suggested that the record manufacturers also pay tribute to T. P. O'Connor, M.P., whose valuable services in connection with the enactment of the new British copyright law the leading American music publishers desire to recognize in some manner during the distinguished statesman's sojourn in this country. The act specifically exempts talking machine records as copyright infringements, and as the amendment was introduced through the direct influence of the Gramophone & Typewriters, Ltd., of London, presumably it was accepted by the famous Irish member in order to remove all serious objections and expedite its passage. If this action may be regarded in the light of favoring the talking machine trade, why should not the record people participate in this function? But what would the music publishers say? There's the rub.

As an executive, W. E. Gilmore, president of the National Phonograph Co., Orange, N. J., is considered a figure in the trade approximating in importance the scientific standing and inventive genius of Thomas A. Edison himself. That is, those who have the pleasure of an intimate acquaintance or close business relations freely express this opinion. The old saying that a man is seldom if ever a hero to his valet finds an exception in Mr. Gilmore, so to speak. In ad-

dition to his wonderful capacity for initiative and acute discernment in business affairs, as well as the energy and rapidity with which he disposes of matters coming before him for final settlement, Mr. Gilmore's personal interest in the welfare of his entire office staff, his generosity to his associates in time of storm and stress or misfortune are spoken by the recipients and those who have knowledge of his bounty as princely, and always unostentatious. When George Ilsen, of Cincinnati, in his remarks presenting the mammoth silver loving cup of the Edison jobbers to Mr. Gilmore, spoke of him as having "the largest heart in him of any man I ever met," the entire official corps of the National Co. applauded the sentiment vigorously, for they declared these words struck the nail squarely on the head. When a subordinate is at fault he gets all that is coming to him at once, and there the matter is dropped, but the offender is quickly made to understand that the president bears him no malice—it is in line of business, and every one is expected to do his level best when on duty. The rewards for faithful and diligent work are also commensurately liberal.

A promoter of parts whose name, were it mentioned, might cause a few harsh comments to be made, though he is acknowledged a pretty bright chap, has a new scheme. He proposes a plan of centralizing business by forming manufacturing companies with guaranteed orders. That is to say, talking machine stores should be established at every available spot when a demand was apparent, a la the cigar trade. The high thinking promoter either overlooks or ignores—after the manner of his kind—such minor things as details, even not taking into account the vast difference in the lines and desirability of independence on the part of the dealer. This combination is to handle only the goods made by their own factory—whatever they might be—and to cut out entirely the machines and records known the world over, and accept "stuff just as good."



**"PERFECTLY SIMPLE—SIMPLY PERFECT" FOR EDISON and COLUMBIA MACHINES**

RETAIL \$1.25

"PARTICULARS"?

PATENTS APPLIED FOR

**THE IDEAL FASTENER CO.**

143 LIBERTY STREET  
NEW YORK



100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

EDISON  
PHONOGRAPHS  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address: Doughphons, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTOR  
TALKING MACHINES  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
DISC MACHINES

# DOUBLE STOCK

Last season's experience taught us a lesson. We have twice the stock on hand and have never been so well prepared to fill orders. In buying from us you are sure to receive

NEW—FRESH GOODS.

*Our  
salesroom  
is at the  
disposal of  
dealers.*

*Bring your  
customers  
here, if you  
like.*



*If you have  
a customer  
for a high  
grade  
Cabinet or  
outfit—we  
will help  
you make  
the sale—  
no charge.*

We carry the complete Edison Foreign Catalogue in our usual liberal quantities.

The largest stock of Repair Parts for all types of machines.

Perfect in Manufacture and Material.

New Price List ready—you should have one.

Don't forget our Record Cabinets are the kind that last.

Worth buying if you sell on installments.



though not bearing the names and trade-marks of concerns which have become household words. The schemer further contended the present manufacturers were getting it all, while the jobber and dealer were a negligible quantity, therefore their interests should be consolidated and co-operation supersede prevailing methods. When this tale, with oratorical embellishments, was recited to several officials of a prominent talking machine manufacturing company, they exploded with laughter, and promptly advised the narrator to let go of his comet, come back to earth and cease having pipe dreams.

A scarf or cover manufacturer made up a sample line of what he considered very appropriate and handsome designs for record cabinets. They were submitted to the jobbers, but the enterprising originator received no encouragement, let alone orders. It was conceded that a scarf may be a suitable adornment for a piano, but that record cabinets of the highest grade should not have any of their beauty of line or finish concealed by a cover. Besides, the disc cabinets have the machine mounted on top, and a scarf, they hold, would be altogether out of the question. Perhaps this opinion may change with time, and then the cover manufacturer will have his innings.

Walter P. Phillips, editor of the Columbia Phonograph Co.'s "Columbia Record," and manager of their advertising department as well, an experienced newspaper man, has become a partial convert to the alleged spelling reform idea. He now writes "fotograf" and "telegraf," but fails to be consistent by not spelling it "fonograf," "grafofone" or "diafram." It must be remembered, however, that great reforms, like large bodies, move slowly.

The two-for-one exchange proposition that was effective from October 1 to 6, inclusive, will return to the National Phonograph Co., whose explanatory circulars to jobbers and dealers were distributed under date of September 25, approximately a million "surplus, cut-out and defective Edison standard (not grand opera or concert) records." This is the rough estimate made by C. H. Wilson, general sales manager of the company, and before the last returns had been tabulated. At the same time Mr. Wilson ventured that possibly he may be a half million out of the way in his reckoning. The trade have until December 1 to file orders for new records in compliance with the basis of exchange, and as it has been figured that the individual orders of jobbers range from 12,000 to 30,000 monthly, they are enabled to have a "clean bill of health" and not buy any more stock thereby than in the ordinary course of business. The company's offer has certainly been most liberal and comes at a time of year when a clearing out of stock is most appreciated. The trade generally have taken advantage of the proposition, one of the most notable events during the past month.

A scarcity of men equipped with a thorough knowledge of the talking machine business and

possessing executive ability, also, is a matter of complaint. That is to say, men who can work out the details of a general policy in the sales department. It must be admitted persons of this standard are not to be had for the asking; in many instances they are developed or grow, as one pleases to phrase it. The lightweights, with amplifying horns of large dimensions that are constantly kept going at full blast, are only too plentiful, but are a costly extravagance of any establishment.

### COMPETITION THAT IS DISLIKED.

**Leading Manufacturers of Horns Find Fault With Parties Turning Out Inferior Goods and Selling Them to Dealers Instead of Through the Regular Channels.**

During the past month several of the leading manufacturers of horns have complained to us of a competition which is working a great injury, not to them especially, but to the retail dealers throughout the country. This has been brought about through the action of a number of individuals—former employes of horn factories—who are manufacturing horns in a very small way in their homes, and then offering them to dealers at ridiculously low prices. Not, however, lower than they are worth, for they are made of the cheapest material, decorated in a most inartistic way, with the lacquer and paint coming off after very short use. In addition to this, the horns do not fit the machine. They rattle badly, because of their being put together in a slipshod manner.

One of these horns sold by a dealer never fails to engender hard feelings between him and the purchaser, for not only does the latter fail to buy another horn from the same man, but he refuses to purchase anything else, as he has lost confidence in him.

The parties manufacturing the horns complained of have a perfect right to enter this business. No one can deny them the opportunity of entering the battlefield of trade; but they must fight fairly. Indeed, they will do well to adopt the policy followed by all reputable manufacturers in this trade, namely, selling to the jobbing trade only, and making an article that will afford satisfaction to the jobber and dealer handling them.

While this method of selling to dealers above referred to is to be condemned, yet the dealers who invest in these cheap devices are not deserving of sympathy, because they have been willing to sacrifice in many instances their good name for the extra profit inducement held out. The proper handling of horns affords the jobber and dealer a fair return, and it rests with them to preserve this satisfactory condition of affairs by buying only the best on the market.

The Zenith Music Co., a new concern at 6 East Superior street, Duluth, Minn., carry a full line of Edison phonographs, Victor talking machines with an extensive stock of records, supplies, etc.

### TRADE NOTES FROM THE TWIN CITIES

**The Fall Trade Has Opened With Much Greater Activity Than a Year Ago.**

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Oct. 9, 1906.

The fall trade has opened up with much greater activity than a year ago, and the dealers all look for a largely increased business from now on to the holidays.

"The outlook is certainly a very encouraging one," said L. H. Lucker, president of the Minnesota Phonograph Co. "We are adding new agencies throughout the State right along, and supplies of a good grade are being ordered. We have a constantly increasing demand for Victor goods. The Edison trade keeps up steady, and two carlots of Edison goods were received last week."

W. A. Lucker, in charge of the Minneapolis branch of the same firm, reported a splendid trade during September, and several prospective sales in sight of the Victrola machine, only two samples of which have been received.

W. J. Dyer & Bro. are in splendid shape to take care of their talking machine trade this fall. As stated some time ago, the entire five stories of the building they occupy were remodeled during the summer months, and the talking machine department was removed from the fourth to the ground floor, and is now equipped with separate rooms for testing the various machines. Results for September, it was reported, were better than a year ago, the demand for records being much larger, while the demand for both the Edison and Victor machines was for the more expensive kind.

T. C. Hough, who has two stores in Minneapolis and one in St. Paul, exploiting Edison and Zonophone machines, reports a bigger September than last year. He anticipates a big fall trade.

J. W. Wheeler, manager of the Columbia Phonograph Co. in Minneapolis, also reports an increase in September over a year ago. The machine trade, he says, is of the better grade. C. W. Long, in charge of the St. Paul branch, also reports excellent results last month.

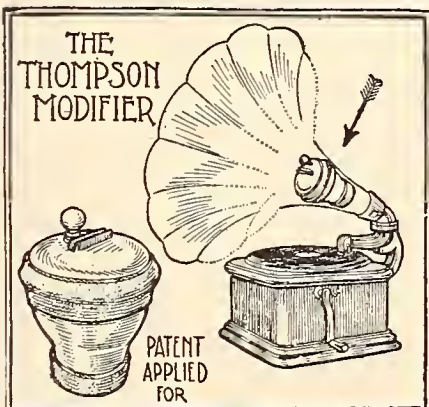
A. M. Magoon, in charge of the Victor department for the New England Furniture Co., said: "We had a splendid demand for records all through the summer, but in machines the sale has just opened up, and is of such satisfactory proportions that the outlook for the balance of the year is exceptionally encouraging. We have had a larger demand for the Victrola than we can supply."

J. Jones, manager of Donaldson's talking machine department, reported a satisfactory September, the results being much better than during summer months. Here all lines are represented—the Columbia, Edison, Victor, Zonophone and Reginaphone.

George Ornstein, representing the Victor Co., was a visitor in the Twin Cities last week.

B. Feinberg, of the Western Supply Co., was also a caller on the trade during the week.

## THE THOMPSON MODIFIER



### PERFECTION AT LAST A Modifier That Really Modifies

Softens the tone, eliminates the metallic sound, takes all the "scratch" out and makes the reproduction of voice or instrument as soft, smooth and harmonious as the original.

THE THOMPSON MODIFIER is entirely new and different from anything on the market. The best machine in the world is improved by its use—the poorest sounds well with its help. Made pear shape, it fits any size or shaped horn and can be used with any machine on the market.

MADE OF BRASS, NICKEL PLATED, PRICE, \$1.00

## THE GRAPHOPHONE MODIFIER CO.

279 STATE STREET, CHICAGO.





# The COLUMBIA Graphophone

The Music Master has discovered the Columbia Graphophone and everybody has discovered the Music Master.

In all the popular magazines and other advertising mediums he is talking Columbia Graphophones and Records to millions of people who have the money to buy and who want the best for their money.

He is talking in a manner so interesting and convincing that every reader is impressed with his arguments.

You can't satisfy these people unless you give them the Columbia goods.

*Have you got them?*

*If not, take the matter up to-day with your jobber. Put in a full line of Columbia goods to meet the demand created by the strongest talking machine advertising ever put out.*

You can sell Columbia Graphophones and Columbia Disc and Cylinder Records when you *can't sell any other kind.*

*You make big profits by selling them.*

Your profits on Columbia goods are *guaranteed against fluctuation or shrinkage* by our restricted price plan.

A line of talking machines without the Columbia is *as incomplete as a band without a leader.*

Make your line complete; put in the leader—Columbia.





WHY YOU SHOULD HANDLE THE

# Columbia Disc and Cylinder Machines



Because of the unapproachable excellence of the Columbia machines. They have no equal in quality and variety of models.

The aluminum tone arm and new Columbia Analyzing Reproducer with which Columbia Disc Machines are equipped have sufficient merit in themselves to sell Columbia Machines without calling attention to any of the other exclusive selling features of this line.

The Improved Lyric Reproducer, with which all Columbia Cylinder Machines are now equipped, has of itself placed these machines in the lead mechanically and commercially.

WHY YOU SHOULD HANDLE THE

# Columbia Disc and Cylinder Records

While Columbia Disc Records excel all others in the point of *durability*—meaning twice as long—it is the marvelous tone quality of the Columbia Disc Records that has made it so easy for the trade to sell them.

The retail price of Columbia Cylinder Records is 25c. No better record is made at any price. The dealer who handles Columbia Cylinder Records makes more money out of them than out of any other, because *both price and quality* create a big demand which results in a volume of sales many times in excess of records which are listed at a higher price.

The public appreciates the Columbia product and the dealers who handle Columbia goods are uniformly the most successful in the business.

If you wish to know how to become a successful Columbia dealer, write us to-day and we will give you some valuable information.

## COLUMBIA PHONOGRAPH COMPANY, Gen'l

90 & 92 West Broadway, New York City

Creators of the Talking Machine Industry

Largest Talking Machine Manufacturers in the World

Owners of the Fundamental Patents

GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIX, ST. LOUIS, 1904

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE







EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: GEO. B. KELLER, F. H. THOMPSON,  
W. N. TYLER, B. BRITTAIN WILSON.

Boston Office: ERNEST L. WAITT, 278A Tremont St.

Chicago Office: E. P. VAN HARLINGEN, 195-197 Wabash Ave.

TELEPHONES: Central, 414; Automatic, 8643.

Philadelphia Office: Minneapolis and St. Paul:  
W. H. PRESCOTT. A. W. SHAW.

St. Louis Office: San Francisco Office:  
CHAS. N. VAN BUREN. ALFRED METZGER, 40 Kearney St.

Cleveland Office: G. F. PRESCOTT.

London, England, Office:

69 Basinghall St., E. C. W. LIONEL STURDY, Manager.

Published the 15th of every month at 1 Madison Ave. N. Y.

SUBSCRIPTION (including postage), United States, Mexico and Canada, One Dollar per year; all other countries, \$1.25. England and her colonies, five shillings.

ADVERTISEMENTS, \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$60.00; special position, \$75.00.

REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

**IMPORTANT.** Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.  
Cable Address: "Elhill," New York.

NEW YORK, OCT. 15, 1906.

THE talking machine in its present stage of development is but little understood by the public and there was a splendid opportunity which was not embraced by manufacturers to illustrate its marvelous advance at the National Music Show which recently closed at the Madison Square Garden. Thousands of people could have been entertained by the talking machines and would then form a correct idea of their present development to the exclusion of the "toy" theory. It seems that every now and then in the daily papers articles appear similar to the following, which is from a lengthy editorial in the New York Mail and Express. It shows that the average writer is not familiar with its musical powers:

"There is a large and legitimate place for the phonograph in a business office, as a means of instruction in language, as a toy, in acquainting the music student with scores of classics; but it should not be forgotten that it is a toy, a curiosity, a piece of soulless mechanism, and not a musical instrument responsive to the singer or player."

The man who penned the lines quoted above must have been closely perusing Sousa's knocking article, in which he contemptuously referred to the "canned music" of to-day.

WHAT an opportunity the Music Show would have been to have exhibited the talking machine in its present remarkable state of development. Demonstrations could have been made there which would have clearly eliminated the false impression given by many writers in the daily press who seem over-fond of indulging in flings at the talking machine. There are many people to-day who have not the faintest conception of the powers of the modern talking machine. They associate the creation of these days with the thin voiced, squeaky, scraping machine of years ago, and they have no knowledge of its

marvelous entertaining possibilities of to-day. Then, too, it may be said that all of the trade influences are not helpful to-day, for there are a good many poor records which are placed on the market by some of the concerns who are over-anxious to produce them in vast numbers each month and who invariably sacrifice quality to quantity.

GOOD records are essential to the upbuilding of the trade, and the wide sale of poor records is a positive injury to the business. The process of the elimination of records cannot be studied too carefully by the record makers. Records which are correct in every musical attribute are the ones which help the talking machine business, and do much to entirely eliminate the false impression created by some writers. If the talking machine had been largely in evidence at the Madison Square Garden Show it would have been helpful to the business. Then, too, it would have been the means of attracting visiting music dealers to the talking machine as a business getter. Madison Square Garden has now become the headquarters of annual shows of nearly all sorts. The variety and scope of these affairs have been gradually amplified, until now, one after another, they make nearly a continuous sequence through the season.

THE Music Show was the first of its kind, but it has come to stay as an annual feature, and it would not be surprising if within the very near future some enterprising manager should inaugurate a talking machine show at the Madison Square Garden. The show could be confined to automatically operated instruments, thus enlarging the scope to include piano players, and coin-operating machines as well as talking machines. It would certainly give the automatic music makers tremendous prominence, and it would give the talking machine a national prominence, and would show up its present attributes. The daily papers would comment upon the exhibition, thus calling the attention of the public to the talker. The universal appeal of music suggests opportunity for scope and bigness in a music show. There might be some misgivings as to the propriety of making a show in the public sense out of music or music producing inventions outside of those played upon by hand, but it is far more likely that public knowledge and taste will be benefited rather than harmed by an increased knowledge of automatically operated music producing instruments. Why not a national talking machine show?

MANY of our people have in mind the talking machine of early days when it was, to a large degree, a scientific novelty, and they do not have the faintest conception that years of painstaking experiments and the expenditure of enormous sums of money have wrought a wonderful evolution in the talking machine which makes it a wholly different instrument, and one well fitted to occupy a prominent place in the musical creations of to-day. Dealers who sell the talking machine cannot emphasize its educational features too strongly. It is creating a love for music that cannot be gratified in any other way. It is acquainting thousands of people with the works of great composers and stimulating a regard for music which would be impossible for them to attain without the medium of the talking machine.

THERE is a note of good cheer in every report of trade conditions which comes to hand. Never before in our national history has the volume of business equalled that which is at present pouring through the various channels of commerce. The restoration of normal conditions in the various lines consequent upon the ending of the vacation season, and the fact that there is unusual freedom from labor troubles have had the effect of giving the country the full benefit of its heaviest trading power at a time when probably its largest crops were being harvested.

THE wave of prosperity does not appear to be confined to any particular section or sections. It is covering the entire land and varies only with the productive capacity of shops, mills and earth. The talking machine factories, running to their utmost capacity, some with day and night shifts, are still unable to keep up with the demand. We know of concerns that are over 100,000 instruments behind in their orders, and yet they have a producing capacity of over six thousand instruments per day. These figures furnish only an illustration of the enormous growth of the talking machine business. It has advanced by leaps and bounds, and as a well known traveler remarked the other day: "The World was absolutely correct in its first editorial utterance when it stated that the talking machine business was only in its infancy." Of course, we were. It is going ahead all of the time, and men who three years ago figured that the business had reached its highest point are amazed when they find that this year is several times ahead of the output of three years ago. It is a comparatively new trade, and there is plenty of new, vigorous life in the business. There are plenty of young men who see an opportunity to win good results for their efforts and they do not hesitate to cast their lot with the talking machine industry.

THIS fall certainly should be a most prosperous one for talking machine men everywhere, for all reports which reach The World offices are of the most optimistic character. Mercantile collections are reported prompter in spite of the recent tightness of the money market, and the fall distribution of goods is unusually heavy. There is really nothing but hopefulness in the future. As the man at The World masthead views the situation, it is full of hope and promise for the talking machine men, and this trade will well repay every effort which is placed upon it. There are a number of new concerns in the business who have organized good business machinery for the sale of talking machines and accessories.

ACCORDING to some reports which have reached The World office there will be some new factors in the business in the snow days. Well, it is competition which makes the business world hum, and it is impossible for men in any industry to long occupy exclusive preserves.

THERE seems to be no dearth of legal complications in this line, and presumably troubles will multiply as the years roll on, for a number of inventive minds will constantly be at work on new patents and devices, with, of course, possibilities of infringement upon the rights of others.



AN ORDER

from a leading concern  
showing how the trade  
wind is blowing in the  
direction of the Search-  
light horn : : : : :

POSTAL TELEGRAPH-CABLE COMPANY IN CONNECTION WITH THE COMMERCIAL CABLE COMPANY

CLARENCE H. MCKAY, President  
J. O. TELFER, Sec'y  
W. H. BAKER, P. & T. M.

**NIGHT TELEGRAM**

Transmits and delivers Night Messages subject to the terms and conditions printed on the back of this blank.

Check Received at

WHERE ANY REPLY SHOULD BE SENT

9/18

Oct 9

Mr. J. W. Jenkins & Sons Music Co.  
Lexington, Ky.

order of one immediately answer

W. Jenkins Sons Music Co.

Missouri  
St. Louis  
753

our home

Ship thousands wire by

Searchlight

Kansas

Dated

To

Number

SENT BY

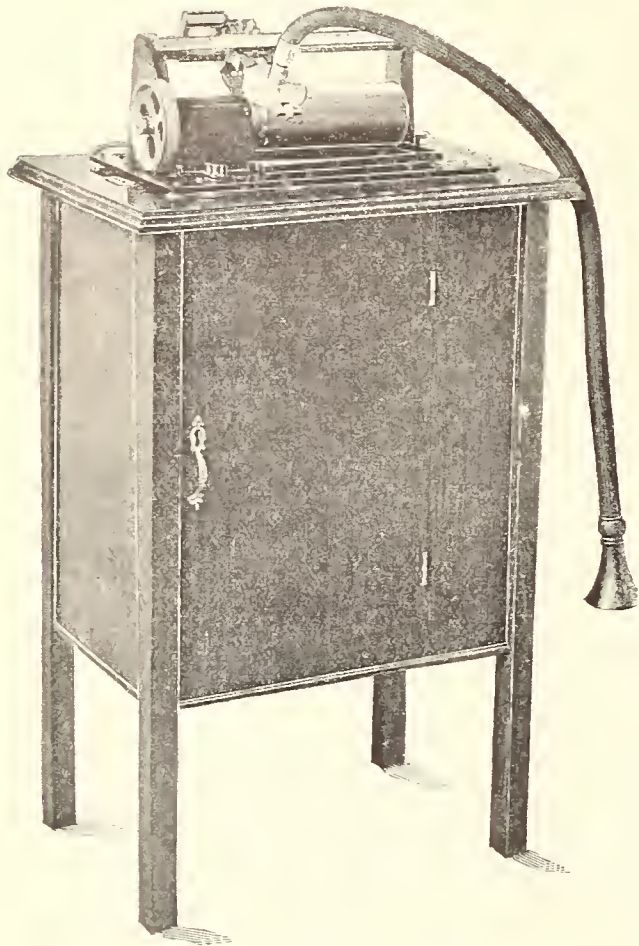
[Reproduced by permission of J. W. Jenkins & Sons Music Co.]



## NEW COMMERCIAL GRAPHOPHONE.

Just Placed on the Market by the Columbia Phonograph Co.

It is now about twenty years since the original Commercial Graphophone was made in the Volta Laboratory at Washington, D. C. Since that time there has been a constant march of im-



provement in recording and reproducing sound from a commercial standpoint.

In the Commercial Graphophone, a picture of which appears at the head of this article, a high water mark in this art has been reached. The picture represents the new model Commercial Graphophone, which the Columbia Phonograph Co. will have ready for the market about the middle of the present month, and which it will exhibit at the Office Appliance and Business System Show in Madison Square Garden from October 27 to November 3, inclusive.

The distinctive features of the new machines are sensitiveness in recording, absolute simplicity, and mechanical perfection. The recorder is

the most sensitive device ever placed upon any Commercial talking machine.

In order to get a good clear record it was necessary with the earlier types of Commercial machines to talk in a loud tone of voice and to maintain an even pitch all the way through the dictation. With the new machine it is possible to dictate in a tone just above a whisper and to have the dictation clearly recorded and reproduced with absolute fidelity. The recording stylus and the reproducer of all are mounted on the same arm and the same diaphragm is used for both operations. In order to change from recording to reproducing it is merely necessary to throw a small lever at the top of the machine through a radius of about three quarters of an inch. The reproduction is rotund and full, and more like the human voice than any reproduction that has ever been achieved before on a Commercial talking machine.

The point of simplicity has been well covered. There is absolutely nothing to the machine except an electric motor (either alternating or direct), a belt and a mandrel to hold the cylinders. The liability to get out of order is thus reduced to a minimum.

So far as mechanical perfection is concerned, it is sufficient to say that this machine is the product of the best talent and ability that the Columbia Phonograph Co. has in its service. The original models were designed and built by Thomas H. Macdonald, the manager of the factory at Bridgeport, and no detail has been allowed to escape his attention.

Talking machine experts and the users of the Commercial Graphophone, who have been shown the new machine are loud in their praises of its beauty and utility. The exhibit of the Columbia Phonograph Co. showing these machines at the National Business Show will be in spaces numbers 88 and 89, and is sure to attract much attention.

## H. J. REDLING WITH JACOT.

The Jacot Music Box Co., 39 Union Square, whose Mira music cabinet has become a prominent factor with dealers in talking machines, are large jobbers in the Edison and Victor lines as well. They carry a full line of everything pertaining to the talking machine trade, and have recently engaged the services of H. J. Redling, who will handle that department on the road as their wholesale representative. As he is well known as a hustler and an expert salesman in this line, it is but natural that his firm feel that in him they will have an able representative.

## A MEGA HORN BOOKLET.

E. A. & A. G. Schoettel, makers of the Mega horns at Maspeth, N. Y., have just sent out to the trade a well printed folder describing in detail the various horns which they manufacture, consisting of the flower type, plain and decorated, for cylinder and cylinder machines. There is also a very interesting talk upon the value of the horn as a medium of tone production, from which we quote in part herewith:

"GET WISE, STAY WISE"

Genuine Imported  
SAPPHIRES

FOR EDISON AND  
COLUMBIA MACHINES

On receipt of \$1.00 we will send prepaid to any Dealer three of genuine guaranteed sapphires.

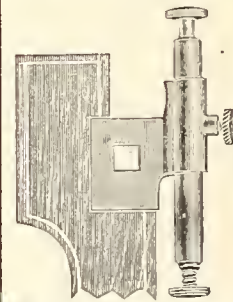
RELIABLE MFG. CO.

22 MANHATTAN STREET, :: NEW YORK

Write for special quantity prices on Sapphires, Needles and Diaphragms.

JUST OUT  
PRUDON'S STOP GAUGE

For PHONOGRAPHS



An attachment for repeating Records from the exact place where the piece begins. Nothing better for Dance Music.

Home and Standard, Price 75c.

Triumph, - - - " \$1.00

In ordering state if Old or New Models.

Order through your jobber.

L. T. PRUDON, Manufacturer

921 Demott St., W. Hoboken, N. J.

## Victor and Edison Dealers, Attention!



We are the largest wholesalers in these lines in the East. If it's in your catalogue we have it. Try us with an order. We are now featuring our new line of

## "H and S" ARTISTIC FLOWER HORNS

Write us immediately for price list and descriptive matter. Our line of Cabinets, Horn Cranes and Supplies is most complete.

MUSICAL ECHO COMPANY

1217 CHESTNUT ST. - - - PHILADELPHIA, PA.



253

## ONE OF OUR WINNERS

Height 36 in., Width 23 in., Depth 19 in.

Golden Quartered Oak. Finished Four Sides.

Mahogany Veneered Panels. Holds 300 Records

WRITE IMMEDIATELY FOR

SPECIAL PRICES AND FULL DESCRIPTIVE CATALOGUE

JAMES W. COOPER CO.

Washington Ave. and 17th St. PHILA., PA.



"At one time or another some of your trade probably have told you their records did not sound as well in their homes as they did in your store. They have blamed the records, the machine or the speaker—never the horn. No doubt you have told them the carpets or draperies have been the trouble. This is true to a certain extent; but at the same time your customer has felt a little dissatisfied.

"You can overcome a great deal of this trouble and have your trade feel better satisfied if you will get them to use a 'Mega.' Try this in one instance and see if we are not right.

"One of the 'Mega's' chief points of superiority over metal is the fact that it cannot be dented. This in itself should commend it to the wise dealer. The 'Mega' fiber material can be likened to rubber for its flexibility and durability."

### BERLINER PATENT LITIGATION

Up for Argument on Thursday Last—Decision Awaited With Interest.

When the cases of the Victor Talking Machine Co. against Leeds & Catlin Co. and the Talkophone Co.—Nos. 166 and 167 on the calendar of the United States Circuit Court of Appeals, Second Circuit—were reached Tuesday, the 9th inst., Judge Townsend was on the bench, and as his decision in the United States Circuit Court was up for review, he could not qualify. Therefore argument was postponed until Thursday, October 11, when Judges Wallace, Lacombe and Coxe were sitting. The suit, which has reached its final stage of adjudication, involves the validity of that portion of the famous Berliner patent covering the free-moving stylus

generally used in reproducing sound in connection with the disc record.

The Victor Co. previously, in their suit with the American Graphophone Co., had the patent sustained in the Circuit Court, Judge Hazel writing the opinion, which was unanimously affirmed by the Circuit Court of Appeals. On the representation of newly discovered evidence the foregoing two cases, on which the issues are joined, were argued before Judge Townsend, April 9, and on the following 26th he rendered a short opinion, in which he held that the evidence submitted was not altogether new, and rather resented the insinuation by defendant's counsel that the American Graphophone Co.'s case had been insufficiently contested. On the interpretation of a Canadian patent law, which the defense urged was the keynote of the situation, the court conceded he was not quite clear, and would prefer to have it reviewed by the Court of Appeals. Accordingly an injunction was issued, but stayed pending the appeal. This was argued Thursday, and decision was reserved.

### IMMENSE ORDERS BEING BOOKED

For Talking Machines and Records—All Previous Business Has Been Thrown in the Shade—Manufacturers Pushed.

Judging from the orders booked by the traveling men the record of talking machine sales will touch the highest notch this fall. When jobbers in cities of 10,000 population order 2,000 machines and 35,000 records at one time from a single manufacturer, besides having half that stock on hand, some idea may be gained of what the volume of business will aggregate before the middle of December. Manufacturers in every branch confess they are already being pushed to supply goods in the quantity called for, and the trouble of the general sales managers will soon begin; in fact, it is now obvious that all previous records will be broken.

### UNITED HEBREW RECORD CO.

Now Owned by Louis Rosansky—The Latest List of Records.

Perlman & Rosansky, proprietors of the United Hebrew Record Co., New York, recently dissolved partnership, and Louis Rosansky continues the record business under the former firm name at 257-261 Grand street, New York. In this connection their announcement elsewhere is worth reading. He has about ready a list of Hebrew records for October and November, representing the best and most popular selections on the Hebrew stage. The list is as follows:

- BY MR. SCHMULEVITZ.
- 1222 "Luft, Luft" (com.)
  - 1224 "Ihr salt noch a griner."
  - 1225 "Trerin Lieder" (Moris Rosenfeld)
  - 1226 "Es is given amol given"
  - 1227 "Lesheno toivo."
  - 1228 "Aher, Aher."
  - 1229 "Ich lach" (com.)
  - 1230 "Man darf nit sein fershlofen."
  - 1231 "Pleasure" (com.)
- BY MR. ROSENSTEIN, WITH ORCH. ACCOM.
- 1233 "Die Seider nacht (fur op. Taibele)
  - 1234 "Schabes bet men sich iber (fun. Mogulesky)
  - 1235 "Gedankt un Gileibt Cistu Gott"
  - 1236 "Chanuke Lichtlach."
  - 1237 "Schma Israel" (op. Ben. Jankef)
  - 1238 "Der kidesh" (tate mames. tzares)
  - 1239 "So lang der Mentse is young."
  - 1240 "Wail du Cist a Id (Patr.)"
  - 1241 "Zion, Zion." (fun op. Esra)
- BY MR. ROSE.
- 1242 "Wen ich hob die macht."
  - 1243 "Oi die gelt."
  - 1244 "Maine 3 Walber"

### FOR SALE.

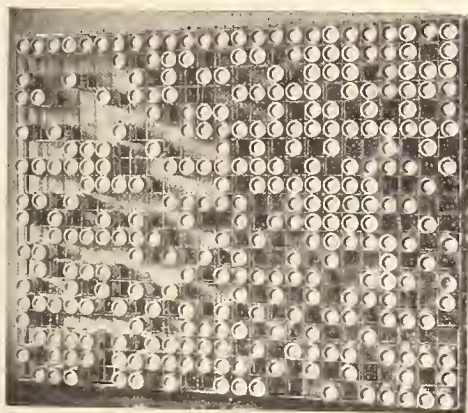
Retail Victor and Edison Phonograph Parlor, located at Carbondale, Pa., Lackawanna Co. Reason for selling, have sufficient business in Scranton.

Doing an excellent business in Carbondale, and have trusted out on leases about \$4,000. Will sell stock which amounts to \$2,000, or am willing to take good man in partnership.

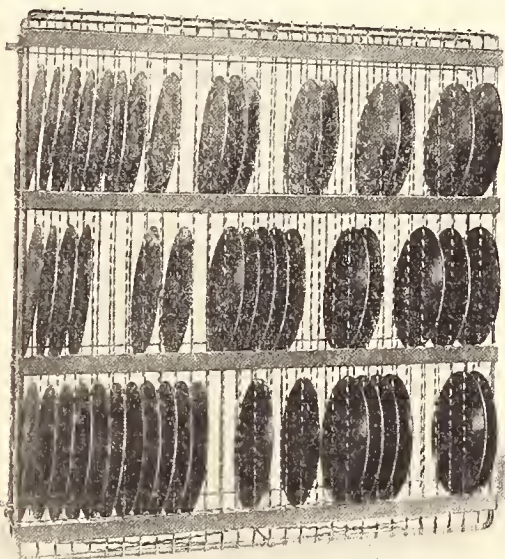
Address, S. P. Michlosky, 307 Lackawanna Ave., Scranton, Pa.

## "The Heise System" of Wire Record Racks

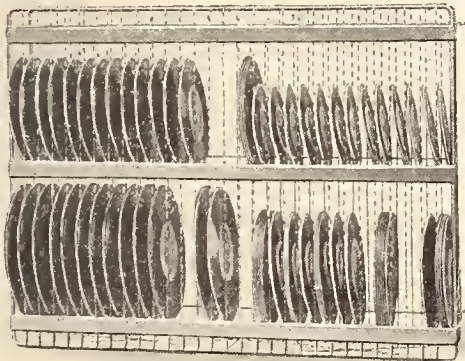
### FIVE HINTS OF ITS SCOPE OF USEFULNESS



No. 123. A Cylinder Record Rack which holds 500 Records and extends but six inches from the wall.  
This size \$10.00 smaller sizes smaller prices



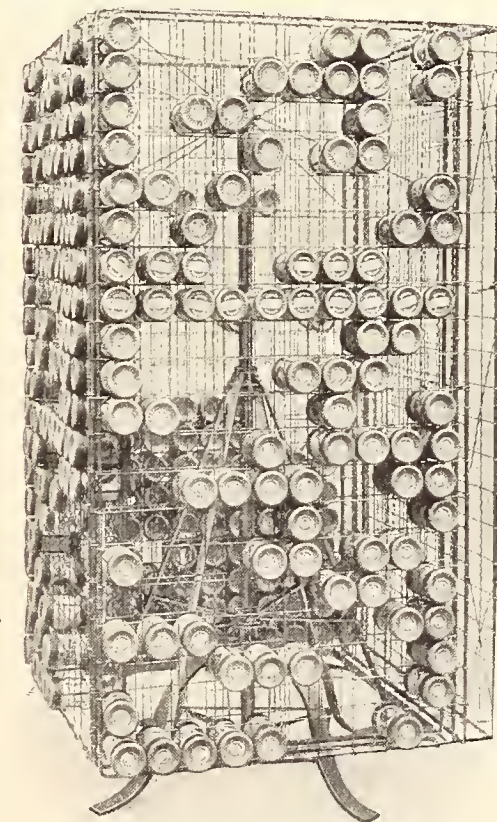
No. 2C. Holds over 800 Disc Records, 39x42 inches over all. A big space saver. Any size to order. \$8.00  
This size, . . . . .



No. 2A. Disc Record Rack which has space for 540 Records, 8 to 12 inch sizes. Finished smooth, 39 inches wide, 30 inches high, . . . \$5.00



This cut shows our new Heise Extension to be used with Rapke Label. This extension with 123 Rack without labels shown above, . . . \$15.00, or fasteners.



MONARCH REVOLVING RECORD RACK. A very handy rack for Cylinder Records; holds 1,000 Records in a space 33 inches square. Every record in easy reach and the whole stock of them moved anywhere in an instant. As shown, \$30.00, with "Heise Extension" attached, . . . \$40.00

OUR NEW CATALOG SHOWS 15 STYLES, and will be mailed for the asking. Write to-day and get details

**SYRACUSE WIRE WORKS, Syracuse, N. Y.**



**"TALKER" NOW ELECTIONEERING.**

Hearst's Campaign Committee Using Talking Machines—Will be Heard Throughout the State—Records Made by the American Record Co. and the Columbia Phonograph Co.—New Departure in Campaigning.

Following the example of the last election campaign in England the talking machine is now to be utilized in a very large way in the great political battle now being fought in this State for the Governorship. Wednesday W. R. Hearst, editor and proprietor of a string of daily newspapers from New York to California, the combination candidate of the regular Democracy, Independent League and other partisan organizations, made a number of disc records of political speeches at the laboratory of the American Record Co., New York, under the supervision of J. O. Prescott, manager. Two months ago a set of cylinder records of like import were made for the distinguished Gubernatorial nominee at the laboratory of the Columbia Phonograph Co., General, but a professional did the talking, and it is likely the same procedure was followed with the "blue" records, as Mr. Hearst has a poor voice—lacking the essential vibrant quality and depth—for satisfactory sound reproduction. These records will be used in places where only the ordinary spellbinders appear, and with the gestures of Mr. Hearst thrown off by the moving picture machine, before which he posed, these "canned" speeches, as they are termed by his opponents, are expected to arouse the enthusiasm of the auditors to the highest pitch, and possibly carry conviction for the sentiments reeled off. The Columbia Twentieth Century machine will be used. The New York daily papers, in treating of this departure in campaign methods, laud it highly, one of them saying: "It is not known in whose fertile brain this scheme originated, but it looks very much as if it would be a grand success, from a show standpoint if from no other." As to the facts regarding the making of the records, they were wrong, as a matter of course, and wrote up the "story" in their usual exaggerated and misleading style. Perhaps it is unnecessary to add that these political records will not be listed, but are the private property of Mr. Hearst, who will doubtless supply stock gratis on application.

**COLUMBIA CO. ENTERTAIN LENG FORCE.**

September 18 Walter L. Eckhardt, manager wholesale department of the Columbia Phonograph Co., General, had the entire traveling force

of J. S. Leng's Son & Co., recently created Columbia jobbers, on a visit to the factory of the company at Bridgeport, Conn. The road party were ten in number—keen, bright men—and they were shown every department of the works, and how the graphophone is made, from start to finish, which proved both entertaining and instructive; and as the latter purpose was foremost the drummers will now be equipped to talk up machines and records to "beat the band," as one of them remarked on his return. Thomas H. Macdonald, manager of the factory, and Mr. Eckhardt did the honors, and were also the hosts at a pleasant dinner given in Bullen's, the swell restaurant of Bridgeport. J. S. Leng's Son & Co., who are heavy in bicycles, etc., opened their talking machine department October 1.

**LANDAY BROS.' NEW STORE**

Directly Opposite Tiffany's Palatial Structure, When Opened This Week, Will be One of the Handsomest in the Country.

The new store of Landay Bros., 400 Fifth avenue, New York, directly opposite Tiffany & Co., when the alterations, furnishing and decorating are completed, about October 15, will be the most elegant talking machine emporium in the city, and where Victor goods only will be handled. The place, 25 by 125 feet, is in the heart of the ultra-fashionable shopping district, and the formal occupancy is set down for the 15th, when the official opening is scheduled, to be celebrated by a champagne supper, according to Max Landay, who will be in charge. Their present premises at 288 Fifth avenue will not be relinquished, and this will be looked after by James Landay. On the same day Max will start on a selling trip to the coast, and is to be gone about six weeks. The firm last month placed an order for 400 Victor Victrolas.

**GROWING SEARCHLIGHT POPULARITY.**

The Searchlight Horn Co., 753-755 Lexington avenue, Brooklyn, N. Y., are manufacturing a line of horns which is acquiring a rapidly growing popularity in various sections of the Union. On a neighboring page in this issue of The World appears a reproduction of a telegram from the J. W. Jenkins Sons Co., of Kansas City, Mo., ordering by wire a thousand horns. This leading southwestern jobbing concern have recently taken up the distribution of the Searchlight horn for Kansas City and vicinity. The shipments of these horns last month were surprisingly large.

**HERE AND THERE IN THE TRADE.**

H. B. Babson Returns—Max Landay's Trip—J. O. Prescott as a Nimrod—Wilson's Report.

With the return of Henry B. Babson, president of the Universal Talking Machine Mfg. Co., from abroad on the "Kaiser Wilhelm II.," October 10, the trade gossips have ceased to speculate why he took the journey. Elbridge R. Johnson, president of the Victor Talking Machine Co., and he had a confab in London, and Henry F. Hagen and F. Long met him in Paris, when an exceedingly decorous time was the programme. The following day Mr. Babson hiked to Chicago and is again expected in New York on November 1. The offices of the company will be removed from 28 Warren street, New York, to the Newark factory by the middle of next month.

Landay Bros. made a small, but effective display of Victor goods at the National Music Show, September 19-27, in Madison Square Garden, New York. Their concerts in the recital hall with the Victor Auxetophone were largely attended and greatly appreciated. The Jacot Music Box Co., of the same city, exhibited a well-assorted line of Edison and Victor machines, records, horns, etc. Both exhibits occupied conspicuous positions. These were the only talking machines exhibited in the show, and they have taken space for next year, when a much larger representation of the trade is expected.

Max Landay, of Landay Bros., New York, whose smiling countenance The World expected to present to its readers, but was disappointed at the last moment, will call upon every jobber in the leading cities on his way to the coast, starting to-day (15th). He will exploit the Land-o-phone home recorder and other specialties, and is anticipating a splendid business.

The Standard Metal Mfg. Co., 10 Warren street, New York, are outdoing in their new line of Standard horns Joseph's coat of many colors, of biblical memory. The contrasting brilliancy of the interior shades with the bright nickel-plating of the exterior makes a charming effect.

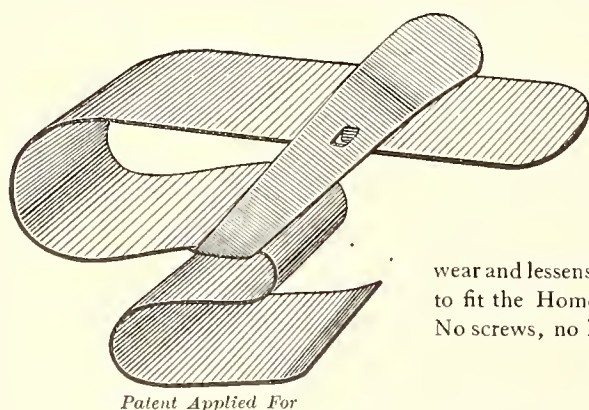
J. O. Prescott, manager of the American Record Co.'s New York laboratory (Hawthorne, Sheble & Prescott), started on a fortnight's hunting trip October 13 in the jungles of Long Island. He has been confined so closely by business that his physical condition was detrimentally affected, and therefore his physicians ordered Mr. Prescott into the open, to banish dull care and forget he ever made a record or worried over unsatisfactory "tests." The World wishes him a pleasant time, lots of game and a return in blooming health. Wm. McArdle, the A1 traveler of the company, went South on the 11th for a three weeks' tour in the trade, expecting to soothe some one's savage breast with the charm of the blue records.

C. H. Wilson, general manager of the National Phonograph Co., told The World that on October 1 they were 100,474 behind on orders, and for the week previous 107,000. These were not for immediate shipment, but were to be strung along between now and January 1. Further, that machines contracted for delivery on the 1st could not be shipped until some time before November 15. On records Mr. Wilson said the company were never in better shape.

The Valiquet Novelty Co., of Newark, to manufacture automatic talking machines, picture machines, etc., with capital of \$100,000, was incorporated last week by L. B. Valiquet, Newark; J. E. McArthur, Jersey City; E. W. Hine, Orange, and T. J. Keane, New York City.

**WANTED.**

A Phonograph Department Manager in a large store in New York State. One competent to take full charge and obtain satisfactory results. Only hustler need apply, stating salary expected. All correspondence confidential. Address, J. F. G., care Talking Machine World, 1 Madison Ave., New York.



Patent Applied For

**Automatic Lift Lever**

A DEVICE designed to disengage the sapphire point from the record by automatically lifting the speaker arm. No more "swish, swish, swish," when your phonograph is running at the end of the record. You may continue your conversation or work without the objectionable "swish" interfering. Reduces the wear and lessens the danger of loosening or breaking the sapphire. Made to fit the Home and Standard Phonographs, instantaneously applied. No screws, no holes to be bored. Made of spring brass, nickel-plated.

**Price 25 cents.**

LIBERAL DISCOUNT TO THE TRADE

Moulded Horn Connections a Specialty. The best connection on the market for the price.

EDISON JOBBERS

VICTOR DISTRIBUTORS

Established 1898

**PENN PHONOGRAPH COMPANY**

17 SOUTH 9th STREET, - - - - PHILADELPHIA, PA.



## A HANDSOME CATALOGUE

Which Is Worthy the Consideration of Dealers  
Has Just Been Issued by the Syracuse Wire  
Works of Syracuse, N. Y.

The Syracuse Wire Works, of Syracuse, N. Y., have long been noted not only for the splendid line of specialties which they turn out, but for their literature, which is always admirably conceived and executed. Their reputation in this respect has been reinforced by the appearance this week of a new catalogue in booklet form, which is a very complete and attractive piece of work. The cover, of which a reduced facsimile is reproduced herewith, is gotten up in three colors and embossed, while the handsome exterior



opens the door, so to speak, to descriptions and handsome illustrations of their entire line of racks, with prices, etc.

This is a volume which will surely interest all talking machine dealers, for the specialties of the Syracuse Wire Works are well and favorably known throughout the trade, for their excellence and originality. This company are tireless in their efforts to provide specialties that will insure an up-to-date store equipment, and those members of the trade who have not given this subject the consideration which it deserves would do well to look up this handsome booklet which is now ready for distribution. Every talking machine dealer will be wiser through its perusal, and will become cognizant of opportunities, whereby he may save space in his warerooms,

and have his stock present a better and more pleasing appearance.

## NEWS FROM THE EMERALD ISLE.

Auxetophone Excites Interest—Used in Municipal Concerts With Great Success—The Phonograph Makes the World Seem Smaller—The Latest News from the Other Side.

(Special to The Talking Machine World.)

Belfast, Ireland, Oct. 6, 1906.

The most noteworthy feature in talking machine circles here that has occurred recently has been the arrival of the Auxetophone. Naturally an instrument costing £100 was sure to excite widespread interest, and for some days after it came to hand the time of the local agent, Mr. Osborne, was almost monopolized in explaining its mechanism (Parson's electrically-driven air blower, the double sound box, etc.) to callers representing the elite of the city. The Chief Clerk of the City Corporation, R. Meyer, Esq., evinced a lively interest in the instrument, and accordingly granted permission to demonstrate its efficacy in the largest hall probably in Ireland—The Ulster Hall—which is the property of the city and which accommodates over 2,000 people. An Auxetophone concert was therefore arranged for an hour prior to the organ recital in the hall on Saturday, September 22. Although advertisements announcing the function appeared only one day prior to the recital, the hall was packed to overflowing.

When the instrument pealed forth its first selection, a band piece, one could immediately observe each face turned toward the platform, every sound was hushed, but the climax was reached when Melba's dulcet voice was reproduced loudly, clearly and distinctly in the "Jewel Song" (Faust) and "Ave Maria" (Gounod), with violin obligato by Kubelik; the former was encored and greeted with considerable applause. The choice programme which was executed included selections by well-known bands and instrumentalists, songs by Patti, Caruso, Scaramberg, Harrison, Grant, Dawson, Shepard and others.

"His Master's Voice" will ever be associated with the gramophone, but an incident which transpired in Belfast last week makes the phrase, "His brother's voice," quite as valuable an asset to the National Phonograph Co. Twenty years ago Mr. Osborne, the local Edison jobber, was in partnership with a Mr. Jennings, who left Belfast for Glasgow in 1886. We visited Belfast on September 22 last, and called upon his old partner and had the pleasure of listening to the voice of a brother now living in Australia—12,000 miles away—reproduced on an Edison "Standard" phonograph from a record which said brother made in Melbourne last winter and forwarded to Mr. Osborne. He recognized "his brother's voice" easily, which he had not heard for many years.

The samples of "White" records which have come to hand are excellent.

Last month's consignments of Edison phonographs have come from London to Belfast—car-

riage between these ports 5 guineas per ton! How would American factors relish the payment of such transportation charges out of their profits on Edison phonographs?

Mr. Lemoine, the advertising manager of the National Phonograph Co., paid Belfast a flying visit third week of September.

There has been quite a "run" on special zono-phone records of Irish selections by Peter Dawson, entitled "Memory of the Dead," "The Singer Was Irish," "Bantry Bay" and "The West's Asleep," songs which appeal to a large section of Irish people.

The Belfast City Council have just contracted for hire of the Auxetophone for a series of Saturday evening Ulster Hall concerts during the forthcoming season.

## RECENT INCORPORATIONS.

The Portland Talking Machine Co., of Portland, was incorporated last week with the Secretary of the State of Maine, with a capital of \$25,000. It is their purpose to handle talking machines and supplies of all kinds. The incorporators are C. A. Hanson, president, and J. M. Dunn, treasurer, both of Portland.

\* \* \*

Among the incorporations filed with the Secretary of the State of New York last week was that of the Biondi Panoramic & Amusement Co., with a capital stock of \$300,000. Directors: M. Santangelo, A. F. Biondi and N. Biondi, New York.

\* \* \*

The Sonora Chime Co. was incorporated last week at Albany, with a capital of \$100,000, for the purpose of manufacturing chiming mechanisms. Incorporators: C. J. Stoll, J. H. Browner, W. H. Haschke, Brooklyn; H. M. Pilkington, Rockville Center, L. I.

## TOPHAM'S FINE LINE OF CASES.

(Special to The Talking Machine World.)

Washington, D. C., Oct. 10, 1906.

James S. Topham, manufacturer of carrying cases for disc and cylinder records, 1219 F street, N. W., is enjoying a large share of the prosperity now as prevalent in the talking machine industry. Notwithstanding the resources of their factory they are very busy in all departments.

Members of the trade desiring something very choice in the line of carrying cases will do well to write to Mr. Topham, whose reputation is of the highest, both personally and for the quality of his goods. For many years Mr. Topham has been furnishing the United States Government with supplies for the army and navy, and his wares have always been deemed most satisfactory. This in itself is a pointer worth taking to heart by talking machine men.

John Dodds has purchased the talking machine business of Tom Chilcote in Washington, Iowa.

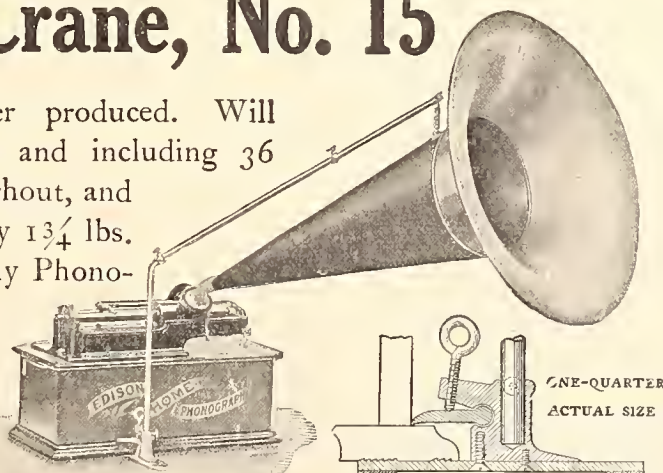
## Rapke Horn Crane, No. 15

**S**IMPLEST and best ever produced. Will support any horn up to and including 36 inches. Is nicked throughout, and fits into small space. Weighs only 13 1/4 lbs. Can be attached in an instant to any Phonograph without injury to cabinet.

**RAPKE HORN  
CRANE, No. 15**

PATENTS PENDING

PRICE, - - \$1.50



## Mr. Dealer!

are you using the RAPKE Labels for Edison and Columbia XP Records; Trays, regular and folding? If not, consult at once

## YOUR JOBBER

SAMPLES OF LABELS FREE.

As soon as you adopt this system, your profits increase. It costs you nothing to try.

If your jobber cannot supply you, write to

**VICTOR H. RAPKE, Mfr., 1661 Second Av., New York**



## TRADE NEWS FROM ALL POINTS OF THE COMPASS

Elbridge R. Johnson, president of the Victor Talking Machine Co., Camden, N. J., who has been living in the suburbs of London, Eng., with his family for the past six months, is expected home around the early part of November. Mrs. Johnson has not been in the most robust health, hence the prolonged stay abroad. The wiseacre, however, had the Victor's clever chief executive's trip inextricably twisted up with trade affairs, one blandly stating that he had it on the best authority that Mr. Johnson went over to sell out to the Gramophone & Typewriters, Ltd., of London; another smart Aleck positively asserted that a European Victor Co. was determined upon, and so the tongues wagged during the entire period of Mr. J.'s absence. Then it was put up to a high company official, who neatly side-stepped when Henry F. Babson's visit across the water was mentioned in connection therewith. At least so the story runs.

Monday, the 8th inst., H. N. Macminimen started to touch up the trade for the Universal Talking Machine Mfg. Co., New York, in Pennsylvania and New York State. He had recently gone over the New England territory to some purpose.

The Duplex Phonograph Co., the double-horn machine, Kalamazoo, Mich., who are looking for direct business via magazine advertising, in which the dealers' prices on standard lines are held up to adverse criticism—a talking point only—are being threatened with litigation for alleged infringements of prior patents. This is a bit of news coming out of the West—where the winds do blow.

At one time Walter L. Eckhardt, manager wholesale department of the Columbia Talking Machine Co., General, before his entrance into the business, of which he is a bright and shining light, held the record as the champion short-distance bike rider. That was years ago, however. Since then he has been awarded the high mark for more solid achievements; but it only goes to show that the way the twig is bent the tree will grow.

Last week Fred C. MacLeau, manager of the Sterling Debenture Corp., who are managing the investments in the American Telegraph Co., called on the New York State trade, selling a number of machines and a large block of securi-

ties. Some time this month the corporation will tender a banquet to their salesmen at one of the prominent hotels. They have also selected space in the National Business Systems' Exhibition, that opens October 27 in Madison Square Garden, New York, where a complete display of their apparatus and appliances will be made. Mr. MacLean will be in charge, with an able corps of assistants.

C. W. Casper, Marshall, Mich., who is forming a company to exploit talking machine specialties—in fact, is now in the business—is a man of varied accomplishments. At one time he was an extensive dealer in bicycles, and held the record for the fastest century run. Subsequently he studied medicine, and is a graduated physician, but not practising. At the present time he is interested in three drug stores, and owns the Casper Hardware Co. Mr. Casper believes a well conducted trade paper is an indispensable adjunct and invaluable assistant in any line of business, consequently he is an attentive reader of the paper dealing with the line in which he has investments, the latest addition to the list being The Talking Machine World. He frankly admits he has not read a novel in eight years—hasn't got the time.

"The Phonograph Girls" is the title of a melodrama now on tour and being presented by the "Jersey Lilies," a company which opened in New Orleans last month and is now on the Western circuit. The sketch originated in London, England, and was reported a success. One of the scenes represents the interior of a talking machine store, and the Columbia Phonograph Co.'s Twentieth Century machine is employed to advantage in revealing the plot. The machine is also used outside to attract the crowd to the theater, and has proven an effective advertising medium. This is the first play known in which the talking machine and its commercial environment has figured in a professional way and carrying off the honors.

Henry Goldsmith, a music dealer of Columbia, O., formerly having a talking machine department, selling out to Perry Whitsit & Co., is contemplating going back into the business if he can obtain additional room to his present place of business, said to be one of the best locations in the capital.

Early next month E. Long, manager of the Universal Talking Machine Manufacturing Co.'s export department, is expected to return to New York from Italy, where he is associated with Henry J. Hagen, of the company's recording laboratory in obtaining a complement of "masters." Mr. Hagen accompanies Mr. Long home.

A recent letter from Peter Bacigalupi, of San Francisco, his father-in-law, says that Leon F. Douglass, vice-president of the Victor Talking Machine Co., Camden, N. J., is living 150 miles from that city in retirement, and that his health has greatly improved since coming to California.

The Keen Talking Machine Co., northwest corner of Eighth and Cherry streets, Philadelphia, Pa., suffered a loss of \$500 by a fire which occurred on the third floor of the building, September 27. There was no deterrence to business.

In filling an order for records from Harvey Kopp, of Fairmont, Pa., Miss Kathlene E. Mulligan, of the Pittsburg branch of the Columbia Phonograph Co., worked the old romantic game of putting a slip containing her name and address in one of the boxes and suggesting an answer. As she signed K. E. Mulligan, Mr. Kopp replied to "Mr. Mulligan," assuming it was a young man, and as the friendship grew gave out his secrets of the style that one man gives only to another. When a meeting was arranged he nearly died when he saw "Mulligan" in skirts.

### TO THE TRADE.

For your information we desire to bring to your attention the fact that all metal which has been coated with a "baked-on" finish will be far more satisfactory both as to its durability and beautiful appearance than any other method of decorating can possibly be. The goods that we manufacture have grown steadily in popularity year by year, until to-day the large business that we are handling is the result of our endeavor to give standard quality at reasonable prices, and this year will show the largest amount of business for the Tea Tray Company of any since its organization in the year 1867.

All imitations that have been made of the goods we have furnished, as far as we can find, have been so inferior that the trade now are coming to us and commending us because of the fact that we have adhered strictly to our policy of improvement in methods, and have constantly endeavored not to furnish a cheap grade of goods.

Most of the colors which we are using on our work are practically unfading, as they are "baked-on" and not dried in the open air. Any chemist will bear witness to the fact that Chrome Yellow and Chrome Green and the various lakes made from cochineal are more permanent in tone than the similar colored aniline substitutes. It is not possible for any of the former pigments to be used in lacquer, on account of their non-solubility in alcohol. "Baked-on" coatings of the very best character, such as we use, do not fade in strong sunlight nor are they affected by water, alcohol or other liquids which will readily remove the lacquered surface. The lacquered surfaces are likewise extremely brittle, while a "baked-on" surface is the most impervious coating that can be applied. A test can be made by anyone so that you can readily grasp the idea. It is not as easy to produce a smooth or beautiful surface on air dried work as it would be if the surface was thoroughly "baked on." The very rapid evaporation of the solvents in lacquer is likely to show very much greater defects because of the fact that the colors do not flow evenly, while the "baked-on" coating keeps the color in a fluid condition until every pore in the metal surface has been sealed and the color has flowed out to a state of perfection in the heat of our ovens.

The artistic effects of the hand painted and carefully selected articles that we have so long been noted as originating take a vast amount of experience and care, and our artists have to be trained by years of careful studious application to their work to bring the results that have brought this Company the confidence and good will of a very large patronage.

Trusting that the foregoing information, which is given in the interest of all users of Talking Machines, may be interesting and valuable, we are,

Very truly yours,

ALBERT S. MARTIN,

Pres. The Tea Tray Co., of Newark, N. J.

## Important Announcement to the Trade

THE UNITED HEBREW DISC RECORD CO. beg to announce that they have opened up new wholesale warerooms at 257-261 Grand Street, and now have ready for distribution a very complete selection of Hebrew Records made by the best artists on the Hebrew stage.

Twenty-one new numbers will be ready for shipment by October 20th. All of these selections will prove to be fast sellers because of their remarkable clearness and popularity of the titles.

Our new stock will be found complete at all times, and the new records are positively the best Hebrew Records on the market.

This business is under new management, and the best attention will be given to dealers who have a demand for this class of records, and they will find it to their advantage to correspond with Mr. Louis Rosansky, owner of the firm, at once, as he feels disposed to deal liberally with first class dealers who will act as representatives for this concern.

**THE UNITED HEBREW RECORD CO.**  
257-261 GRAND STREET, - - - NEW YORK CITY



## TRADE HAPPENINGS IN THE WEST

Remarkably Good Season Assured—Manager Nisbett's Good Trip—Changes at Cable Company's—Innovation at Concerts—B. Feinberg's New Venture—Columbia Co. Open New Branches—Wurlitzer Buys Tone Regulator Co. Patents—Big Needle Order—Polish Records in Demand—C. W. Noyes Making a Great Road Record—Recent Visitors from Many Points—Geissler's Counter Display Rack—Salter Mfg. Co.'s Handsome Catalogue—Joseph T. Leimert's Eastern Visit—Entertained by Geo. W. Lyle—Cheery Reports Everywhere.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,  
Chicago, Ill., Oct. 10, 1906.

With the local retail trade business is picking up beautifully, and the indications are all for a remarkably good reason. The keenest interest is being shown in the higher priced records. This winter promises to establish the talking machine stronger than ever in the musical art class. Jobbers are well pleased with the demand from the country dealers. The only thing that is worrying them is whether they will be able to secure the goods to fill the demand.

Manager G. M. Nisbett of the recently established wholesale department of Babson Bros., at 304 Wabash avenue, the old National Phonograph Co. location, returned late last month from a trip through Wisconsin. He says he found the dealers already enjoying a fine fall trade, and looking forward to a record breaking holiday business. "One thing that impresses me forcibly in viewing the trade situation," said Mr. Nisbett, "is the fact that the phonograph is rapidly graduating from the side line class even in the country. For instance, I had four Edison dealers call on me to-day. They were all from small Western towns, and three of them were exclusive talking machine dealers. The third is a jeweler, but his talking machine trade is rapidly forming a very vital factor in his business. While perhaps not in the proportion indicated by my visitors, this tendency is growing very rapidly, and it speaks volumes for the progress of the business."

Now that the Cable Company's talking ma-

chine department is fully organized in both its retail and wholesale branches a change has been effected which will permit that perfect division of executive labor which is a prime desideratum in the conduct of a large business.

J. W. Harrison, who, in consultation with Joseph T. Leimert, has had charge of both the talking machine and electric piano departments, will devote his entire time to the latter department, which has also developed to the point where it requires the undivided attention of an experienced and capable man. Mr. Leimert has secured as manager of the talking machine department C. W. Long, now in charge of the Columbia Phonograph Co.'s store at St. Paul, Minn. He assumes his duties at the Cable Company on Oct. 15. He was formerly secretary of the Indiana Talking Machine Co., Indianapolis, but two years ago went with the Columbia people, representing the Chicago office in the Far West. When the Salt Lake City branch was opened a year ago he was made its manager, and three months ago promoted to the management of the St. Paul office.

Mr. Long's successor as manager of the St. Paul office of the Columbia Phonograph Co. will be Ed. Wheeler, who was in charge prior to Mr. Long's incumbency.

The Cable Company have introduced an innovation at their afternoon concerts given in the interests of the talking machine department in Cable Hall. The Victor machine holds the boards uninterruptedly from 12 until 2.30, then a programme concert commences, lasting until 4 o'clock. Besides the Victor selections a couple of suites of light classics are sung with the ac-

companiment played on the Mason & Hamlin piano. The first week of these programme concerts the soloist was Miss Ada Mae Cameron, the sister of L. Kean Cameron, assistant manager of the retail talking machine department, and who has charge of the concerts. Miss Cameron, although but eighteen years of age, has a clear lyric soprano of remarkable beauty, and has already won golden opinions as a concert singer in Chicago. Last week the soloist was Miss Edna Dunham, also an accomplished vocalist. The programmes for the entire week are published in pamphlet form, and the selections are all such as appeal to persons of cultivated musical taste.

B. Feinberg, for the past two years representing the Zonophone Co. in the Northwest, and a man of long experience in the talking machine line, has come to Chicago, and has associated himself with Frank Dillbahrner under the name of the Western Talking Machine & Supply Co., Dillbahrner & Feinberg, proprietors. They will operate as manufacturers' agents, selling to the jobbing trade, and will handle everything from a needle to a machine. They have already secured a fine line of accounts, embracing disc and cylinder machines, records and accessories. Mr. Feinberg leaves to-day for a month's trip "around the loop." The firm's office is at Suite 405, 185 Dearborn street.

H. L. Willson, manager of the local office of the Columbia Phonograph Co., has certainly proved that his promotion to the management of the Chicago office less than a year ago was a wise move on the part of the company. The business has been pushed very aggressively all along the line, and when the new Columbia store at Duluth is opened this month, under the management of A. W. White, now connected with the Chicago office, it will be the twentieth now operated from this point.

No. 19 will be opened at Davenport, Iowa, on October 15. It will be located at 118 West Third street, in the heart of the business district, and will occupy a fine large store, elegantly fitted up, and which will boast the largest

# BABSON BROTHERS,

WHOLESALE

Edison Phonographs

AND RECORDS.

We desire to announce to the trade that we have secured the old quarters of the National Phonograph Co., at 304 Wabash Ave., Chicago, and G. M. NISBETT as Manager of our wholesale business.

*Complete Stock and Prompt Shipments.*

304 Wabash Avenue,

CHICAGO, ILL.



electric sign in the city. The manager will be A. D. Herriman, who came to Columbia headquarters at 88 Wabash a year ago to take charge of the retail sales there. He was formerly manager of the talking machine department at Siegel, Cooper & Co.

President E. D. Easton and General Manager George W. Lyle, of the Columbia Co., spent Wednesday, October 3, in Chicago, leaving the same evening for the East via Pittsburg.

A. C. Becken & Co., wholesale and manufacturing jewelers in the Powers Building, Wabash and Monroe street, have recently enlarged their talking machine department, jobbing the Columbia goods on a large scale. Mr. Turck has charge of the department.

The business of the Tone Regulator Co., of Chicago, has been purchased by the Rudolph Wurlitzer Co., of Cincinnati and Chicago, and the patents of the Universal tone regulator have been bought from the inventor and patentee, Eugene M. Robinson. The Universal tone regulator was put on the market a few months ago by the Tone Regulator Co., and is adapted for the Victor, Zonophone or Columbia disc machines. The Rudolph Wurlitzer Co. already had an excellent business on these regulators as jobbers and will push them very extensively. It is also understood that they are about to take steps to protect the patents which they now control against devices now on the market and which they claim are infringements.

Mr. Peacraft, of the Tea Tray Co., was a recent Chicago visitor.

One of the largest, if not the largest, needle orders ever placed in this country was recently given by a Chicago jobber to C. W. Noyes, of the Hawthorne Sheble Mfg. Co. It called for 10,000,000 needles for immediate delivery.

Manager A. D. Geissler, of the Talking Machine Co., is justly proud of the enthusiastic, hustling force of assistants with whom he has surrounded himself. E. W. Moody, the local sales manager, has been doing some great stunts, and has not only created a number of new Victor dealers locally, but furthermore has greatly increased the sales to old customers of the house. James Miln is maintaining his old-time record as a road salesman distinctly in the crackerjack class. He has just returned from a very successful trip through Michigan. Daniel Creed, who has had charge of the city sales on the floor, has been promoted to the credit desk. G. W. Davidson, Mr. Geissler's private secretary, recently added to the spirit of happiness pervading the office by causing the wedding bells to ring merrily. He went east for his bride, who was formerly Miss Leedom, of Philadelphia.

H. A. Steadman, manager of the talking machine and gun department of Hibbard, Spencer & Bartlett Co., has returned to his desk, after a siege of typhoid fever lasting over three months.

While in the east the latter part of last month Joseph T. Leimert, of the Cable Co., was entertained by George W. Lyle and went with him to Bridgeport, Conn., for an inspection of the factory of the American Graphophone Co.

The new Polish records of the Columbia Co. are destined to make a hit in Chicago. A. J. Morrissey, city wholesale man for the Columbia people, sold no less than 8,000 of the October Polish issue from samples.

Under the management of W. L. Brind the mail-order department of the local office of the Columbia Phonograph Co. is already making a weekly average of several times the volume of business when he took hold less than two months ago.

C. H. McGriff, of New Madison, O., has built an addition to his piano store and will add a talking machine department. He has not yet decided upon his lines.

C. W. Noyes, of the Hawthorne-Sheble Mfg. Co., and western representative of the American Record Co., returned last month from the East, accompanied by Horace A. Sheble and Mrs. Sheble, who spent several days in Chicago. Mr. Noyes left on the 25th for New Orleans. From thence he will travel through Texas, Oklahoma and Indian Territory visiting the principal jobbing points. During his absence the office at 185

Dearborn street will be in charge of H. Tilt, who has just joined the Chicago forces and will travel in this territory for the Hawthorne-Sheble Mfg. Co. and turning the orders over to the jobbers in their respective territories.

W. H. Aton, manager of the Charles Wild Music Co., Baraboo, Wis., was a recent Chicago visitor. Mr. Aton has recently inaugurated a talking machine department, handling the Edison and Columbia goods.

Nelson C. Durand, manager of the commercial department of the National Phonograph Co., was in the city recently consulting with C. L. Hibbard, who looks after the interests of the Edison business phonograph in Chicago.

Arthur C. Mestraud, representing the International Correspondence Schools, of Scranton, Pa., is in the city visiting the jobbers with a view to interesting them in the trade possibilities of the phonographic language courses.

W. W. Parsons, manager of the commercial department at the Chicago office of the Columbia Phonograph Co., has just received several of the new type alternating current commercial graphophones, and says that already orders are coming

in from the country and from manufacturing suburbs where there is no direct current.

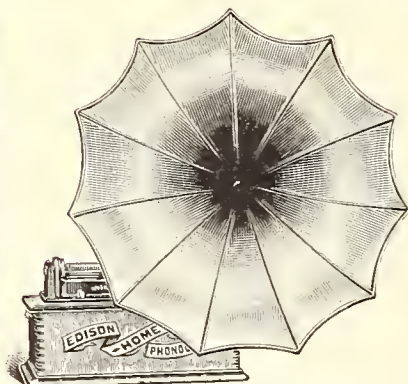
Lyon & Healy are sending to the trade their first catalogue devoted entirely to a line of high-grade cylinder and disk cabinets made especially for them after their own designs. Not only are these cabinets of extremely artistic appearance, but they are strongly built and are models in point of convenient arrangement.

John E. Moyer, of Dixon, Ill., a talking machine dealer of the up-to-the-minute class, was a recent Chicago visitor. He reports business as good in his locality and looks for the best holiday business in the history of the trade.

Miss E. O. Lane, who has had charge of the sales in the talking machine department at the Fair for the past six years, has joined the forces of the Healy Music Co. as chief assistant to Manager Faber in the talker department.

The Chicago Stand Co., 266 Wabash avenue, are having an excellent business on their Chicago horn support for Edison phonographs. It has many points of excellence, including that of "invisibility" when the machine to which it is attached is viewed from the front. It is simple

## Chicago Horn Support FOR EDISON PHONOGRAPHS



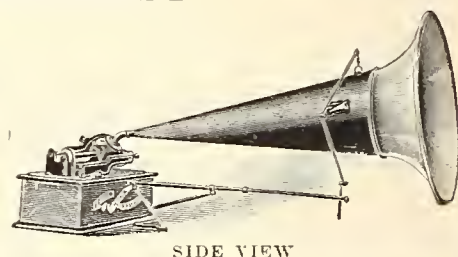
FRONT VIEW—SUPPORT INVISIBLE

The simplest, neatest and most practical Horn Support on the market. Has many advantages over other devices of this kind. Is adjustable to different size horns, holding the largest size bell horn perfectly without tipping the machine.

This support is so constructed that it comes directly under the machine and practically out of sight, leaving the top of machine perfectly clear. This support is quickly attached and detached, and folds up into a package 1 3/4 inches by 2 1/4 inches by 15 inches in length, allowing same to be packed inside of machine case. Handsomely finished in heavy nickel plate.

Ask your jobber to send you a sample. Retail price \$1.50 each.

**CHICAGO STAND CO.**  
266 Wabash Avenue, CHICAGO



SIDE VIEW

## Record and Machine Cases

We manufacture a full line of cases for Cylinder and Disc Records, Machine Cases and Horn Cases. Carrying goods in stock, we can make prompt shipment. Our quality is the best, and prices right. Ask for our catalogue.

**CHICAGO CASE MFG. CO.**

142 and 144 W. Washington Street, Chicago, Ill.





in construction, neat in appearance, and when not in use can be folded into small compass and packed in the machine case.

Mr. Ornstein, the sales manager of the Victor Co., was a recent Chicago visitor. He was on a general trip among western Victor jobbers.

A. D. Geissler, of the Talking Machine Co., has just brought out a very handsome counter record display rack. It holds 36 ten or twelve inch records. The cabinet work is beautifully finished and the device seems destined for a large sale.

Mr. Moody, city sales manager for the Talking Machine Co., has just placed a Victor line with the large furniture house of Barwig Bros., on Milwaukee avenue, securing an excellent initial order.

One of the most popular men visiting the Chicago jobbers and representative dealers is Mr. Chandler, city man for the National Phonograph Co. He has a personality that absolutely radiates good cheer and optimism of the most approved type. He has a sunbeam storage capacity that would have made him a king among the prehistoric plants of the coal era, and the way he can jolly orders out of the dealers on a rainy and gloomy day is a never ceasing source of wonder to the recipient jobbers.

O. D. Weaver & Co., 195 Wabash avenue, have added a complete line of disc and cylinder record cabinets and are out with a new illustrated catalogue describing their offerings.

James I. Lyons has opened his fourth retail store. It is at 1071 Lincoln avenue, and is in charge of Mr. Wurst, who has had several years experience in "talker" rebuilding.

The Salter Mfg. Co., 102-108 North Oakley avenue, Chicago, have just issued a handsome new catalogue of their line of talking machine record cabinets made by them. It shows seven styles of disc and a similar number of cylinder cabinets, all beautiful examples of the cabinet maker's art and two of the leading styles are illustrated in the company's advertisement elsewhere in this issue and we here quote the catalogue descriptions:

No. 705, Talking Machine Disc Cabinet.—Size, 36 inches high. Size of top, 15 x 20. It has three compartments for about 270 discs, the lower space holds 12 inch and the two uppers 10 inch. Made of the very best selected quarter-sawn white oak. Paneled on all four sides, door fitted with solid brass catch, same as shown on our No. 704. Golden finish. Polished or weathered oak waxed, and imitation mahogany on birch wood, polished.

No. 710, Cylinder Cabinet.—Size, 36 inches high. Size of top, 15½ x 19. This is our latest improved swinging drawer cabinet and will hold 138 records. The six drawers are well fitted with special hinges and 12 solid brass knobs, two on each drawer. Fancy shaped top and base. Made of quarter-sawn white oak and finished on all sides in golden finish polished or weathered oak waxed.

#### "TALKERS" TO BRING SALVATION.

In another part of The World reference is made to the use of talking machines by the Salvation Army in Cleveland, and in this connection the following letter appears in one of the Chicago newspapers:

"I notice that the Salvation Army in Cleveland is to economize by using graphophones instead of preachers. While the living preachers are saving souls in one place the graphophones with slots for contributions are to be saving them in another. Suppose that hereafter in the testimony meetings converts will relate how they 'attended' a graphophone and experienced a change of heart under its preaching. The first thought one has about such a thing is that it degrades religion, but on reflection it does not appear so bad. Perhaps if the army had no other kind of preachers the results would be just as good and the collections just as large."

There is a growing demand for talkers in first-class cafes.

#### E. C. PLUME'S CONTRIBUTION

To the International Encyclopedia on the Subject of Graphophones.

(Special to The Talking Machine World)

World Office, 195 Wabash Avenue,  
Chicago, Ill., Oct. 11, 1906.

E. C. Plume, who has charge of the wholesale interests of the Columbia Phonograph Co., in Central Western territory, has been signally honored by being selected as the author of the article on the "Graphophone" in the forthcoming new edition of the International Encyclopedia, which will make its appearance about January 1 next. The World is able to print the article through the courtesy of the manager of the Chicago office of Dodd, Mead & Co., the publishers of the International. It is as follows:

"GRAPHOPHONE.—(from Greek voice *Γράφειν*, Graphein to write, *φωνή*, phone), an instrument for recording and reproducing sound. The graphophone, invented in the Volta Laboratory,



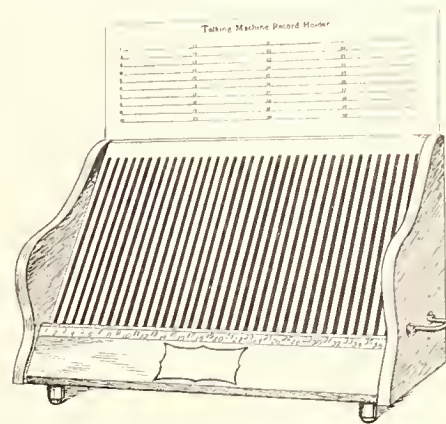
E. C. PLUME.

Washington, D. C., in 1886, by Dr. Checester Bell, brother of Alexander Graham Bell, of telephone fame, and Prof. Charles Sumner Tainter, a scientist, was the first practical talking machine. Its basic principle is the act of engraving sound on wax or wax-like material. All modern talking machines embody the features first made known in the inception of the graphophone.

"The problem of recording sound was solved long before its reproduction was accomplished. As early as 1807 Dr. Thomas Young discovered a method by which a tuning-fork might be made to trace a record of its own vibration; but nearly eighty years seem to have elapsed before this hint was put to practical use by the invention of the graphophone, which gave to the world a machine whose uses are manifold; among the principal of which are the teaching of languages without a teacher and for dictation purposes, it being used in many of the largest business concerns in the capacity of amanuensis and substitute for the stenographer. Its best known use, however, is for the purpose of entertainment, the delicacy and accuracy in reproduction being remarkable. It has a tympanum or diaphragm that, like the tympanum of the ear, vibrates in unison with the sound waves that beat against it, but does more than the ear's tympanum, for it makes a perfect record of what it is. Like the voice, the graphophone sets in motion the waves of sound, but it is not limited as the voice is to the production of a comparatively few sound waves, for every musical tone from the most delicate thread of sound to the melodious crash of a great military band can be re-created.

"Recent years have brought marvelous im-

## X The Handy Counter X RECORD RACK X



Just the thing for  
Holding new  
Monthly Records  
Beautifully Indexed  
List \$3.50

Exhibition Needles  
Our Brand  
Your Imprint on each  
envelope  
Write for sample

**Remember**  
**WE WHOLESALE EXCLUSIVELY**  
Before placing your Fall  
stock order  
Write for our accessory  
Catalogue  
We have some new ideas  
in Cabinets

Not a Machine held back  
For Retail business  
**We do no retail**  
Everything at your dis-  
position  
And, we have placed the  
Largest stock order in the  
History of our business  
We depend on your busi-  
ness only for our living

**Exclusive Victor Distributors.**



105-107-109 Madison Street,  
CHICAGO, ILL.



provements. Prominent among these was the entirely new method of making cylindrical records. A permanent master record has been invented which consists of a metal matrix within which the finished records are moulded from molten wax. Another was the developing of flat or disc records, the sound waves in this style of record being lateral. In the disc records a sinusoidal line is traced upon a revolving wax disc. The disc is then left in a solution of chromic acid, and the plate thus made is used for stamping the records which are made of a hard rubber-like substance. This latter style of graphophone is fast supplanting that using the cylindrical records."

Mr. Plume's career in the talking machine field has been a varied and interesting one, although his activities have been confined entirely to the Columbia Co. He started in with them in 1893 at the San Francisco office, first looking after the instalment business there and later traveling covering the entire Pacific Coast. He finally went to Portland as acting manager of the branch in that city and from thence came to Chicago, took a trip over the territory covered by the Chicago office and visiting the branches under its control, and then took charge of the Record-Herald premium department here. In February, 1904, he was given management of the retail at the Chicago office including the various branches and in addition looks after the city wholesale, which he increased materially. He assumed his present position on October 1 of last year and since then has made no less than fifteen new Columbia jobbers in this territory. Mr. Plume is prominent in Masonic circles and is a Mystic Shriner.

#### THE "TALKER" AN EDUCATIONAL FACTOR

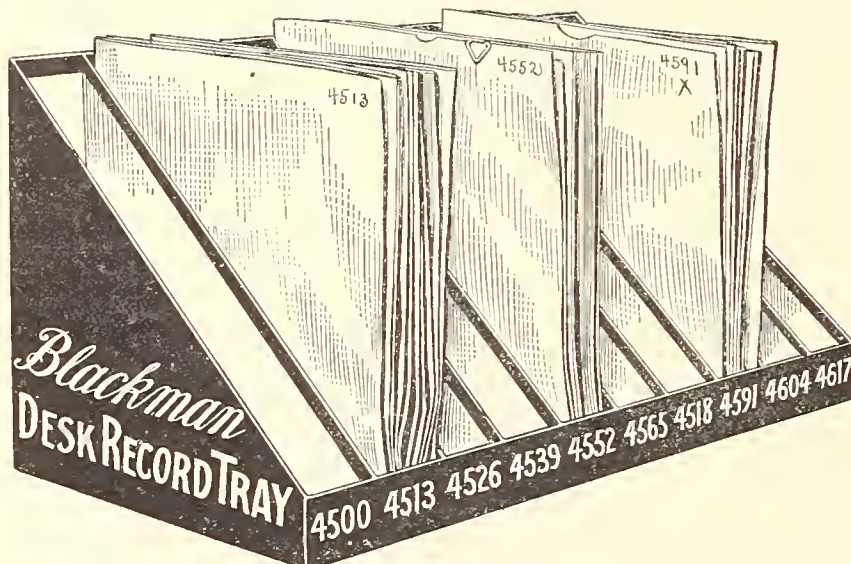
The new Boys' High School, Reading, Pa., has been added to the list of institutions using talking machines for educational purposes, as the entire second floor is given over to language classes taught by means of talking machines. The records contain speeches, dialogues and songs in the languages to be taught, most of the records having been imported from the foreign countries where the languages are in vogue. Absolutely correct pronunciation is thus secured.

The use of the "talker" as an educational factor raises it above the level of the purely entertaining or commercial product, and proof of its usefulness in this field should effectually silence the criticisms of that body of our citizens who harp upon these machines being only annoying "toys" and only fit for producing "canned music."

#### IMPROVED HOLDING TRAY

For Cylinder Records Is Being Placed on the Market by J. N. Blackman—Envelope System Another Specialty—Blackman Brush in Demand.

A patent application has been made by J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., New York, for an improved folding tray for cylinder records. It is shipped



flat and very simply folded. One of the principal features of this tray is that the bottom or sides are perfectly smooth, allowing the boxes to be withdrawn and replaced without danger of pulling out and upsetting other trays. They also lay closer, economizing space, the locking folds being on the end of the box. They are made of heavy jute paste board.

Another new specialty of the company is the Blackman envelope system, that provides a complete file—one envelope for every record in the catalogue. The number of the record is entered at the top right-hand corner, as shown in the accompanying illustration. If the record is sold the envelope is removed from the box and laid one side to be ordered.

The Blackman Co. are now manufacturing three styles of brushes for the phonograph, and a new style (No. 10) for disc records, that clamps on the sound box, of which the models are illustrated and described on another page. The company also desire to inform the trade that Messrs. Rogers and Forsell, Providence, R. I., with whom they were in litigation, have made to the company a complete assignment of all claims on record brushes. Therefore, the Place brushes

will be manufactured under the Place and Forsell patents, issued September 26, and October 2, respectively, that appear elsewhere in The World's patent department. Another patent will be issued shortly.

#### NEW VICTOR MACHINES.

Under date of October 1 the Victor Talking Machine Co., Camden, N. J., sent out the subjoined circular to their dealers, in which the latest style Victors, with the new worm or spiral gear motor, are announced as coming through the factory, viz.:

"We are pleased to inform you that our new style Victors 4, 5 and 6, with the new worm or spiral gear motor, are now coming through the factory in fair quantities, and we are commencing shipments of these machines in small quantities to your distributors. There is no change in the general appearance of styles 5 and 6, the cabinet only being slightly

larger to accommodate the new motor. The style 4 will appear in a solid mahogany cabinet, with the speed regulator as used on style 6, and will be shown only in that wood in our forthcoming machine catalogue to be issued in about one month.

"This, then, will give you two styles (4 and 6) in mahogany—a very acceptable wood—and we think improves the salability of the entire line. We predict a great future for style 4 in its new cabinet and equipment. With these changes our line is uniformly consistent throughout, with motors practically standardized and built on a principle and of a quality such as will insure perfection in their operation."

#### COOPER CO.'S NEW LINE OF CABINETS.

The James W. Cooper Co., of Philadelphia, Pa., have just brought out a complete new line of over 50 disc and cylinder record cabinets. These embody all the skill and excellence in construction gained after years of experience in this line of work. Without solicitation their goods have been handled for a number of years in this trade, and the quantity of orders which they are receiving is now keeping their plant at the corner of Washington avenue and 17th street working overtime, speaks most strongly for the high quality of their product. However, they are now going into this business on a larger scale, and have just compiled a handsome new catalogue for an entirely new line of cabinets, with special prices, which will be of immense interest to the talking machine dealer everywhere. In their advertisement, which appears in this issue, can be seen a sample of this attractive line.

#### C. C. COLLIER WITH REGINA CO.

Charles C. Collier, at one time manager of the Musical Echo Co., Philadelphia, and more recently head salesman with Sol Bloom on 42d street, New York, has become connected with the talking machine department of the Regina Co., 17th street and Broadway, in a like capacity.

#### NEAL, CLARK & NEAL CO. REMOVE.

Neal, Clark & Neal Co. have moved out of their old quarters at 647 Main street, Buffalo, N. Y., and are established in their new and elaborate quarters at 643-645 Main street. A feature of the firm's progressive policy will be monthly recitals, and several innovations entirely new to the talking machine business are under consideration by the firm.

## IMPORTANT TO JOBBERS!

We are direct factory representatives for manufacturers of  
**Talking Machines, Premium Machines,**  
**Disc Records, Sound Boxes,**  
**Cylinder Records, Record Racks,**  
**Record Cabinets, Tone Modifiers,**  
**Horns, all styles Carrying Cases,**  
**Cranes and Horn Stands, Needles,**  
 and a full line of parts and supplies.

#### WESTERN SALES AGENTS FOR KOMPACT COLLAPSIBLE HORNS.

Disk-O-Phone and Picture-Phone Machines

*Remember, we are not jobbers but manufacturers' agents.  
 When you deal with us you deal direct.*

## Western Talking Machine and Supply Co.

FRANK DILLBAHNER and B. FEINBERG, Proprietors,  
 Suite 405, No. 185 Dearborn Street, Chicago.



## TRADE NOTES FROM BOSTON TOWN.

Every Talking Machine Store in the Hub a Hive of Industry These Days—Exploiting the Auxetophone—The Victrola in Great Demand Reports the Eastern Talking Machine Co.—Columbia Co. Open New Branch Stores—Read & Read to Remove—Winchell Co.'s Activity—Osgood's Campaign of Publicity—Reports from Oliver Ditson Co.—A Story Worth Relating—News of the Month in Detail.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 8, 1906.

Every talking machine store in the city is like a hive of industry just now; the fall trade began in earnest with the first day of this month, and no let up is in sight as yet. It seems as though the demand for high-grade machines grows with each week, and the arrival of the Victor Victrola and the Auxetophone is going to give a further impetus to this demand.

An excellent idea for making popular the Auxetophone is put forth by a salesman at the Eastern Talking Machine Co.'s store. He suggests arranging to give a recital in the different sections of the city, before men's clubs, church organizations and even in private houses where wealthy men have large halls. A number of the newer mansions are equipped with halls for dancing, and here the Auxetophone will be invaluable, for when the guests get tired of dancing and want to rest, they can be entertained with opera or ragtime, as best suits their fancy.

The Victrola is "going some" at the Eastern Talking Machine Co., and the demand is "900 per cent. greater than the supply," as Wholesale Manager Chamberlain says. "We are all out of them, both for wholesale and for retail. The \$500 machine will be a great seller as soon as we can get enough of them," he says.

The little Victor dog is making a hit at this store. He is placed upon the floor directly in front of the open door. At his back is a fine Victrola, and as people pass by the door they see this tiny pup sitting there, his ear cocked up, and he looks at them with the cutest expression imaginable. The people stop, laugh and come into the store to get a closer look at him. Then it is but the work of a moment to get them interested in the Victrola and the talking machines of a lower grade. Many a sale has been started by this little dog of papier mache. And the best of it is, he doesn't demand a commission.

The Columbia Phonograph Co. have opened two new branch stores, one in this city at 10 Bowdoin Square, under the management of Aaron Schaubel, and the other at 55 Market street, Lynn, under the management of Kenneth Campbell, formerly of the commercial department. Business is reported as "bang-up" and improving every day. A fine display of Columbia records is being made in the window this month.

Messrs. Read & Read are to remove within a week or ten days to a street floor store in the same building, having rented a fine store on Essex street, opposite the new Henry Siegel Co. store. This will give them added room, better light and be a much better location for them than up one flight. A number of new

lines of machines and records will be carried, and it is hinted by Mr. Read that he is to have some one come to aid him in the management of the store. Just who it is he will not announce at present.

The Winchell Co. are doing a rushing business on the Zonophones this season, and despite their enlarged quarters are finding themselves crowded for room. The glass-walled rooms for display of records, which this firm was among the first to adopt, have proven a blessing both to customers and to salesmen. Mr. Winchell keeps on hand all the latest cabinets for keeping records and has a big sale on them.

Manager Winkelman, of the Oliver Ditson warerooms, reports an enormous trade on the Victor operatic records. "It seems as if everybody in town wanted to hear the grand opera singers," says he. The Ditson clientele is just the sort that appreciate the Victrola. A number of improvements are in contemplation at this company's stores in order to give much needed additional room.

"When in doubt buy of Osgood" is the catchline that has made C. E. Osgood famous, and it is being used to good advantage in the advertising campaign on talking machine goods. This concern is doing a splendid business.

At the Boston Cycle & Sundry Co. the addition of a department for the manufacture of the famous Boston traveling case for records, is adding to their already large business in wholesaling talking machines and supplies, and makes things lively there at all times. A big line of Searchlight horns is now carried, and there is a big demand for them among the dealers to whom this firm sends supplies.

There was a bit of fun the other afternoon in one of those phonograph parlors opposite the Common that was not down on the programme. A typical son of Ireland strayed in, picked up an ear trumpet and adjusted it. Gradually his face broke into one great, big heart-winning smile. The next minute he was doing a stunt that looked like a cross between the can-can and an electric shock. An inquisitive individual peered over his shoulder to ascertain the cause. The old fellow had been listening while the phonograph rendered "Old Rosin, the Bow," and found the broad grin not a sufficient vent for his feelings, hence the steps.

P. Pomero, of the well-known firm of P. Pomero & Co., of Philadelphia, manufacturers of orchestrions and other musical specialties is now on an extensive trip to call on the trade throughout the country, and is not expected back for about six weeks. The business of this company is rapidly expanding.

## HOW THE "TALKER" EDUCATES.

The Average User of the Talking Machine Now Discusses All the Great Masters of Music With an Ability That Would do Credit to Our Leading Critics.

"Had Sousa been on the train with me a short time ago I am sure he would retract some of the statements he has made regarding the bad effects of the talking machine on the cultivation of musical taste," said W. H. Rider, a big piano dealer of Kingston, N. Y., to The World recently. "A short time ago I was riding on the Ulster & Delaware with a customer, and in the course of our conversation he began to talk very intelligently on musical matters, the great singers and classical music. I knew that he had never received a musical education or never had had any opportunity to hear the singers or operas he talked about, and expressed my surprise at his knowledge, and asked how he came to be so well informed."

"'Why, through my talking machine,' he replied. 'I buy the best records and study them out, making myself familiar with the voices of the leading artists and the themes of the pieces that they sing. I purchase the scores of the best operas, and follow them on the talking machine. The result is that I have familiarized myself with music that was heretofore a sealed book to me. My children are taking a great interest in classical music, and I am confident that the talking machine has been a great incentive and auxiliary in their study of music.'

"I have followed up the matter, and now am a firm believer in the talking machine as a musical educator," continued Mr. Rider. "I find that it not only instills a love of music, but is educating the masses to an appreciation of the best. The demand for the classical records continually increases, and I find that nearly every one with an ear for music, and children in particular, become very critical, and train themselves to pick out flaws and discords in the music produced in the home. I believe that they will have a great influence for the best in the development of music, Sousa to the contrary, and no one that is fond of the great art will be content for very long to have their music ready made. At the same time it will be invaluable to the student, just the same as in obtaining a correct pronunciation in languages, in obtaining a correct interpretation of difficult passages by the greatest artists. I know of singers who have greatly improved their voices by singing with a talking machine, keeping at it until their expression, time and enunciation were correct. I believe they will ultimately aid in the sale of all kinds of musical instruments, and for that reason I advocate and push their introduction."

The Springfield Bargain Store, Springfield, Vt., have taken the agency for Edison phonographs and records.

The Home Talking Machine & Music Co. have opened a store at 12 West Second street, Dayton, O., with E. R. Austin in charge.

WE SOLICIT  
YOUR  
PATRONAGE



## Edison Headquarters AT OSGOOD'S

Our Complete and Comprehensive Stock includes

Edison Phonographs, all styles, Complete Stock of Records, Horns, Black and Gold, all sizes. Flower Horns, new designs, Herzog Cabinets, Disc and Cylinder, Carrying Cases.

HORN STANDS AND CRANES

The Tea Tray Co. and Hawthorne and Sheble Co.'s Products are fully represented

Our New and Enlarged Quarters enable us to fill orders promptly

The C. E. OSGOOD CO.

Wholesale Distributors  
744-756 Washington St., BOSTON



# DEALERS!

## Attention !!!

### BUY

# Recordite

TRADE MARK

FOR DISC RECORDS

# BIG PROFITS

\$\$\$

# READ

NOW

RECORDITE CLEANS, PRESERVES, POLISHES and LUBRICATES all kinds of DISC talking machine RECORDS. It is in handy paste form, and is the result of careful scientific investigation and research. To introduce we will send you a sample dozen on 15 days' trial for \$3.00, expressage prepaid. If you are not satisfied that you can sell it by the end of the 15 days, return it to us at our expense and we will refund your money. RECORDITE retails for \$1.00 a box. Each box contains enough for 250 records. 50 per cent discount to the trade. Put up only in packages of 1 dozen. Fill out the coupon below and you will get our introductory offer.

Recordite Co.,  
1905 Park Ave., N. Y. City.

Gentlemen:—

Inclosed find \$3.00, for which send to.....  
express paid, on 15 days trial One dozen Recordite, subject to the con-  
ditions mentioned in the above advertisement.

Date

WE FURNISH ATTRACTIVE SIGNS AND CIRCULARS.

RECORDITE CO.,

1905 PARK AVE., N. Y. CITY.



## PAUL H. CROMELIN'S SPEECH

At the Banquet Given to Mr. Marconi Last Month—A Very Able Address Which Will be Read With Interest by Our Readers.

In last month's World reference was made to the visit to the United States of Mr. Marconi, the noted inventor of the wireless telegraph, who visited the factories of the Columbia Co. at Bridgeport, Conn., for the purpose of touring that great establishment and becoming acquainted with the personalities of the company, with whom he is now connected.

At the dinner tendered Mr. Marconi in the evening of his visit at the Waldorf-Astoria some very interesting addresses were made, that by Paul H. Cromelin, vice-president of the Columbia Co., being of especial interest, so much so that we deem it worthy of reproduction herewith:

"Mr. President, Honored Guest and Gentlemen: I understood that this was to be purely an informal gathering to meet and greet our distinguished guest and to mark his association with our enterprise. It occurred to me that one of the features that would contribute to this delightful informality would be the tabooing of after-dinner speeches. It seems, however, that this is not to be, and as my friend, Mr. Emerson, has not yet perfected his new invention for the tongueless transmission of mental conceptions, and we still must resort to such common, ordinary, vulgar methods as spoken words and mouth our speech, let us for a few moments this evening consider the sound recording art; the achievements of the past, the promises for the future.

"The Phonographic Book, or Story of the Art of Recording and Reproducing Sound, is one which tells of things accomplished. It contains many interesting chapters. It does not relate the performances of any one man, and no one individual occupies the cover, the inside page, the several chapters and the back. The name Edison is found on the opening page and in frequent passages—for to Mr. Edison is due the credit for first reproducing sounds previously recorded. Interesting and unique, however, as was Edison's discovery, it remained for Prof. Alexander Graham Bell, Dr. Chichester Bell and Prof. Chas. Sumner Taintor, to give to the world an actual living invention—something on which an industry could be grounded—and in the Volta laboratory in Washington, D. C., in the discovery of the wax engraving process in 1886, the present world-embracing talking machine industry was born. Twenty years of progress and to those who have watched it from the beginning, twenty years of splendid achievement.

"Skimming through the pages we find passing mention of Berliner, and then our own MacDonald and Emerson occupy prominent positions—Emerson, the man who does things; MacDonald, the inventor, the designer and the builder. Poulsen's telegraphic achievement is deservedly given prominent mention, and the book concludes with an account of Higham's wonderful contribution towards the amplification of sound. What a fascinating story of surpassing interest; of steady, constant improvement in the sound-recording art. A second book is about to be begun, and we look confidently to the future in the knowledge and certainty that all the glorious achievements of the past will appear but as insignificant when the new story is completed, and we have reason to hope and to believe that the portrait of our distinguished guest, Mr. Marconi, will illumine its title page, and that the record of his achievements will be found to be the most absorbingly interesting chapter of all.

"Last Saturday night I watched with greatest interest the presses in the New York Herald building turning out daily papers at the rate of 300,000 an hour; and then I thought of the present methods of manufacturing disc records, and permitted myself the privilege of taking a peep into the future, when talking machine records would also come from the presses in one constant stream. Some progress along this line has been made. Much remains to be done.

"Last night, while on the elevated cars in Brooklyn, we were delayed a while in front of the Post-Office building, and, looking down on the animated scene, I saw hundreds of clerks hauling thousands of letters—letters which had been written; and I thought of the hours of careful, painstaking, laborious toil that had been spent in penning or type-writing these letters. As I watched, it was with the thought and hope that we might speed the day when we can personally converse with our loved ones in distant cities and across the sea; when the merchant will make his orders, the traveling man his reports, and all ordinary business communications will be spoken, listened to and understood without the tiresome and useless intermediary of written signs and figures. We all know that a cornet or other brass instrument sounds better than an ordinary voice record, because the horn of a talking machine approximately resembles the instrument recorded, while vocalists do not ordinarily sing through a funnel. Speed, oh, speed the day, ye inventors, when the horns of to-day will go the way of the rubber hearing tubes of the past!

"It is not disputed that a talking machine without a diaphragm or other medium than the air is actually possible and practicable—no needles, no friction, no noise. Be on the lookout for it, for it surely is coming. The future offers much more of a field for inventive effort and application than has been covered in the

past. The surface has hardly been scratched. I have an abounding faith in the lasting quality and permanency of the talking machine enterprise. I have little faith in the permanency of the present forms of either machines or records, and I seriously believe that before the second book is finished, and the works of Marconi and his contemporaries become history, present-day talking machines and records will be looked upon as curious specimens in the evolution of the art much as we to-day consider the Edison tinfoil phonograph and the original Bell and Taintor treadle graphophone.

"And then in the field of metaphysics. To you, distinguished sir, by reason of your matchless achievements in wireless telegraphy, is due the credit also for conveying the idea, the germ of thought, the missing link heretofore required, to give a plausible and ready explanation of the phenomena known as mental telepathy—the mental transmission of thought. Before your wireless discovery it was impossible to conceive how such a force could really exist. It was thought that some tangible, corporeal, organic medium must necessarily be required. But when your work was announced to the world, and messages were flashed across long distances without wires, many things previously inexplicable seemed not only possible, but entirely reasonable. I mention this subject particularly, because I believe it to be akin to our industry, and it requires no stretch of the imagination to conceive of some future system, not of recording sound, but of recording thought by the use of some proper and suitable organic or inorganic media hereafter to be discovered, so that our thoughts, ideas and wishes may not only be passed to the minds of others, but actually visually recorded so as to be readily understood.

"Perhaps this is a long look into the future, but these are good things to think about and, particularly at this time, when, crowned with laurels in that branch of science which you have adorned and to which you have already contributed so much, you will devote some time and thought to a kindred art, which offers such a rich field for future endeavor. That there is still room and need for immediate improvement is evidenced by a squib, which some person wrote who evidently does not fully appreciate what has already been done. When he heard that the great Marconi, the 'Wireless Wizard,' was to give some of his time to the perfection of talking machines, he sent the following to the papers. If I may be pardoned for repeating the lines, permit me to address you thus:

Say, Mr. Marconi, get busy, please,  
Give us a tip—set our minds at ease;  
They say you've hitched up with the Columbia staff  
And soon we're to hear your improved phonograph.  
Will it be noiseless and screechless and scratchless?  
Raspless and gaspless and hornless and grassless?  
If so, G. Marconi, to thee be the praise  
From morning till night, till the end of our days.  
You've done some great stunts, flashing news 'cross the sea,

But say, billy gee! That ain't one, two, three  
To what you'll be when you perfect your idee,  
And land in every home

Your Noiseless,  
Screechless,  
Scratchless,  
Raspless,  
Gaspless,  
Hornless,  
Grassless GRAPH-O-PHONE.

"So, Mr. Marconi, it's pretty nearly up to you."

At the conclusion of Mr. Cromelin's address, which was greeted with great applause, an interesting address was made by Mr. Binder, who dilated on Italy from the standpoint of the historian. As already related in The World, Mr. Marconi responded with some very happy remarks to the greeting extended to him, and his appreciation was further expressed the following morning by a marconigram from the steamer to President Easton of the Columbia Co.

## WHY SOME DEALERS CANNOT SELL

Talking Machines—They Fail to Know the Mechanism of Their Instruments and Lose Many Sales—What a Jobber Learned on His Travels.

A successful jobber in talking machines recently made a tour among the retail trade in cognito, to study the methods employed in making sales, and details his general impressions thus: "There are a number of dealers scattered throughout this part of the country who have not the slightest idea of how to sell talking machines or records against keen competition. They seem to have an idea that the mechanism of all machines is much the same, and that the name on their goods is its chief selling merit. The consequence is that they lose many good sales to the other fellow who has familiarized himself with what may be termed the talking points of the machines in his stock. He will dilate on the springs in the motor, the ease

of regulating speed and many minor technicalities, all of which will convince the customer that he is dealing with a man who has made a study of all machines, and carries in stock what he believes to be the best. Another point I scored against the first mentioned class of dealers is that they show their low-priced machines first. This is a poor policy. They should reverse the process, as it is far easier to come down than go up a bill of prices. A customer who has heard the best machine is never satisfied with a cheap one, and will almost invariably compromise between the machine he intended buying and the one he would buy if he could. This is human nature. Another bad feature in some of the stores is the employment of ignorant salesmen to play records. In the heart of this city I had an amusing experience recently. A young man of perhaps eighteen was showing records, and among them was the 'Ave Maria,' 'Who is singing that?' asked the customer. 'Miss Gounod,' he replied. 'And who is it by?' asked his patron with a smile. The young man looked at it hastily and answered, 'Mr. Sembrich.' Such ignorance is inexcusable, and unless the customer had a keen sense of humor, would result in the loss of future sales. Dealers and salesmen cannot become too familiar with their line, and if they are wise, will carefully study the line of their opponent so as to be able to intelligently answer any question put to them. The successful men in the trade I found to be those who have studied out every detail of the business, and such men always receive the backing of their jobber."

## CAL STEWART'S LATEST RECORD.

During the recent visit of Cal Stewart to Columbus, O., he made a young man in that city, Henry Ferguson, very happy by making a record for him. He chanced to be in a music store getting a part for his machine when Mr. Stewart came in, and he succeeded in persuading the entertainer to speak for a blank record for him. Cal Stewart's record specialties are Uncle Josh Stories, and to the record he told an inimitable story called "Uncle Josh Joins the Union."

## Some Facts Worth Considering

THE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings**, for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

National Musical String Co.  
New Brunswick, N. J.



## A GOSPEL SONG TO A JURY.

The Graphophone Court Argument of a Rosedale Lawyer—"Ask the Saviour to Help You," Sang the Machine—The Jurors Decided a Man of 58 Wasn't Guilty of an Assault and There You Are.

Ask the Saviour to help you,  
Comfort, strengthen and keep you,  
He is willing to aid you—  
He will carry you through.

A graphophone in George H. Cooke's justice of the peace court in Rosedale ground out these words yesterday afternoon. It was a part of the argument of Rush L. Fisette, a lawyer. He was attorney for Joseph Ager, a German, 58 years old, who was on trial. John McDonald, a farmer living two miles west of Rosedale, accused Ager of attempting to stab him with a paring knife Sunday, September 6. After the hymn Mr. Fisette went on:

"Now if each member of this jury will apply the words of that song to himself and ask for Divine help in arriving at a verdict in this case it won't take you long to acquit this old man. I brought that graphophone down here thinking its music might inspire us all. Already I feel better. I am sure it has done the court good; the jury looks refreshed and the prisoner seems reassured."

McDonald, his wife and daughter and two other witnesses testified that Ager took the knife from his pocket and made a "lunge" at McDonald. The jury was only a few minutes in signing a verdict of "not guilty."

A month ago Fisette succeeded in freeing four boys accused of stealing watermelons by reading a chapter from the Bible to a jury in Justice Cooke's court.—Kansas City (Mo.) Times.

## "TALKER" TO PREACH THE GOSPEL.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 6; 1906.

To spread the gospel in the streets of Cleveland the Salvation Army is planning to use the talking machine. In this way Major Connett, commander of the Citadel in the absence of Col. R. E. Ho'z, hopes to have sermons delivered to passersby who never stop to listen to street preachers or enter places of worship.

## A HANDSOME TALKING MACHINE WINDOW IN CLEVELAND.



Talking machine dealers throughout the country are steadily appreciating the value of window display. There is no better advertiser than the window, and the dealer is very unwise who does not use it advantageously, and his display should be always unique and often changed.

Speaking of window displays brings to mind the very effective showing made by the manager of the Columbia Phonograph Co.'s establishment in Cleveland, O. The window, which is

pictured here, was, of course, designed to catch summer trade and was most successful in this connection. It moreover attracted considerable notice and praise aside from being a trade incentive.

The talking machine is playing such an important part in so many varied fields that it is not over difficult to utilize it effectively for window advertising, provided some effort and originality are concentrated in the work.

## NEW SLOT DISC TALKING MACHINE.

Jules Welner, the prominent manufacturer of music boxes, of Philadelphia, is just recovering from a severe accident sustained some fifteen

weeks ago while superintending some changes at his large plant at Valley Forge.

Mr. Welner is the inventor of a remarkable new slot disc talking machine. This machine changes both the records and the needles automatically, and has won great favor wherever seen for its perfection in results.

Parisian singers are joining a trust which has for its purpose the making and selling of phonographic records of their own voices. Down with the trusts!

## STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.



THE BAUER CO., 1410 North Sixth Street, Philadelphia, Pa.

## "Phonographische Industrie"

GERMAN TALKING MACHINE MONTHLY

Ask for a free sample copy

Charles Robinson  
Editor and Prop.

Berlin = = = Germany  
Breite-Strass 5

IF YOU  
Are looking for the Best  
in  
Band Instruments

it may interest you to know that hundred of American Musicians are patronizing

## The House of York

with eminently satisfactory results.

The above-named firm manufactures nothing but the Very Best that is produced in the brass instrument line, and its productions include not only Cornets, but Trumpets, Horns, Trombones, Tenors, Baritones, Basses of all kinds, and even Drums, which the firm is now featuring with unprecedented results.

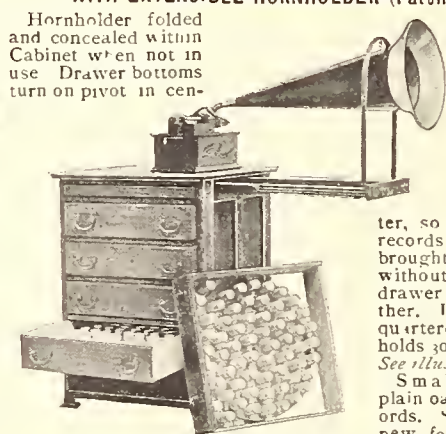
A very handsome Illustrated Catalogue of the York Instruments will be mailed free of charge to any one requesting it; also catalogues of Music for Band or Orchestra, each containing sample parts for Cornet or Violin, as the case may be. Simply write your request, with correct address, on a postal card directed to

J. W. YORK & SONS  
GRAND RAPIDS, MICH.

IMPROVED  
PATENT Phonograph Record Cabinet

WITH EXTENSIBLE HORNHOLDER (Patented)

Hornholder folded and concealed within Cabinet when not in use. Drawer bottoms turn on pivot in cen-



MADE ONLY BY  
SYRACUSE CABINET CO.  
SYRACUSE, N. Y.

ter, so that rear records can be brought forward without pulling drawer out further. Large one, quartered oak, holds 305 records. See illustration. Smaller one plain oak, 180 records. Something new for window display.

THE NEW  
Imperial Records

RECORDED IN EUROPE

Are Meeting With  
Marked Success \$1.00 and \$1.50 Each

SEND TO-DAY FOR CATALOGUE

LEEDS & CATLIN COMPANY

New York



## TRADE NOTES FROM ST. LOUIS.

Dealers, Without Exception, Report a Lively State of Business—The Victor-Victrola Makes Decided Hit—Columbia Manager Makes Good Report—Order for Edison Phonograph for Manila—Recent Trade Visitors—Other Items of Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 10, 1906.

The past month has been a very satisfactory one to the dealers in talking machines here, and they all report a lively state of activity during that period, with prospects that it would be hard to improve upon.

D. S. Ramsdell, manager of the St. Louis Talking Machine Co., reports a very good trade, and says that the arrival of the Victor Victrola, their new \$200 instrument, made a decided hit. Mr. Ramsdell reports the sale of eight of these instruments in one week recently. The new Auxophone arrived a few days ago, and is making numerous friends. This firm is still short on Nos. one, two, three, four and five Victors.

Manager W. C. Fuhri, manager of the Columbia Phonograph Co., reports trade very good all through his territory, and that he looks for a very large business during the fall and winter months.

W. F. Standke, manager of the Columbia Phonograph Co., Memphis, Tenn., spent several days here recently, and reported trade very active at that point.

Manager T. P. Clancy, manager of the talking machine department of the Conroy Piano Co., expresses great satisfaction with present trade and future prospects. He received an order for a fine Edison phonograph from Manila, P. I., recently.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports trade as being excellent. This concern has just erected a fine display booth in their store.

Prominent trade visitors here during the last two weeks were: A. E. Dunk, traveling sales manager of the Talking Machine Co., Chicago;

Mr. Myers, of the Victor Talking Machine Co., Camden, N. J.; A. H. Kloehr, Edison Phonograph Co., and C. H. Noyes, western representative of the Hawthorne & Sheble Mfg. Co.

The Thiebes-Stierlin Music Co. have let the contracts for building their new talking machine department, and work is expected to commence shortly. They expect to have it in operation by Nov. 1.

## WE ARE ENLIGHTENED

By a Solomon Regarding the Functions of the Various Kinds of Talking Machines and Their Weak Points.

"It is quite a general notion, born partly of ignorance, partly of Mr. Edison's intimate connection with things electrical, that the phonograph and its congeners, the graphophone and gramophone, are somehow electrical in their action. This is not the case," observes a writer in the American Inventor. "The phonograph is purely mechanical from first to last—as mechanical as the string telephone. There is a mouthpiece, a diaphragm, a cutting point fixed thereon, and a sheet of wax. Words uttered in the mouthpiece cause air vibrations. These cause the diaphragm to vibrate, raising and lowering the cutting point or stylus. This cuts into the wax, making long, wavy lines or tracks or jagged indentations. When this track is drawn beneath a stylus it jogs the diaphragm up and down, causing the air in the mouthpiece and the attached horn to vibrate therewith, and, voila, the reproduced speech.

"I have used the term 'jogs' advisedly. It precisely conveys the action and suggests the crudeness of the means used. The result is as crude as an old sand casting compared with those marvels turned out by the Franklin process. A man who went on rather too frequent sprees was once referred to as 'jumping from jag to jag, like an alcoholic chamois.' Very much the same state of affairs exists in the mechanical phonograph, minus the alcohol, of

course. The indentations, hollows, waves, etc., are of infinite complexity. Each slightest curve is a factor in the complete sound, and when reproducing from a record the stylus does not follow these curves exactly. It jumps from one crest to another, striking on the high places, and though the resultant sound is approximately true, it is only approximately. The finer vibrations which distinguish one note from another, and which give character to the sound, are lost.

"On the recording side of the matter also, the mechanical phonograph is inadequate. The faint, infinitesimal vibrations of a tenuous medium are put to do work for which they are not strong enough. It is like setting Ariel to Caliban's employment; yoking a race horse to a plow; using a razor to cut wood, to employ these delicate air vibrations to scoop out humps and hollows in wax or cut a sinuous track through composition. The faults of the present phonograph and its derivatives, lie not in their construction, but in the principle on which they are built, and the three elements, the mechanical record, the mechanical stylus, and the mechanically operated diaphragm."

This Solomon of the pen writes, indeed, glibly of one of the wonderful arts of the world, and it is evident what he does not know about sound reproduction, as demonstrated by the talking machine, would fill several volumes.

E. A. Vaughan, the music dealer of Princeton, Ill., is giving particular attention these days to talking machines, and is carrying an unusually large stock. A recent advertising feature was the distribution of sheet music containing his advertisement on the back cover page.

The Folding Phonographic Horn Co., New York, has been incorporated, with a capital of \$20,000. Directors: M. L. Munson, J. W. Foster and F. W. Leikerm.

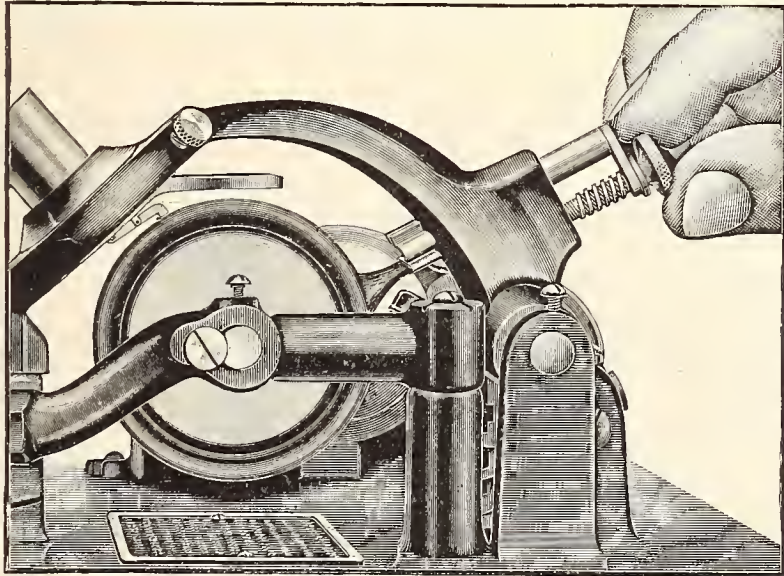
"De Luxe" is the title of a series of extra high-class records now being manufactured by the Victor Co.

# The Place Automatic Record Brushes

## For Edison Phonographs and Victor Talking Machines

Patented Sept. 25th and October 2nd, 1906. Other Patents Pending.

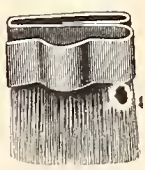
Phonograph Styles Nos. 1, 2 and 3—Price 15 cents.



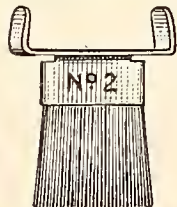
Can be used on all Phonographs.

Removes lint and dust from record automatically. Saves sapphire from wearing flat and prevents rasping sounds. Insures a perfect playing Record. It is equally as efficient when recording. It is too cheap to be without.

No. 1.



No. 2.



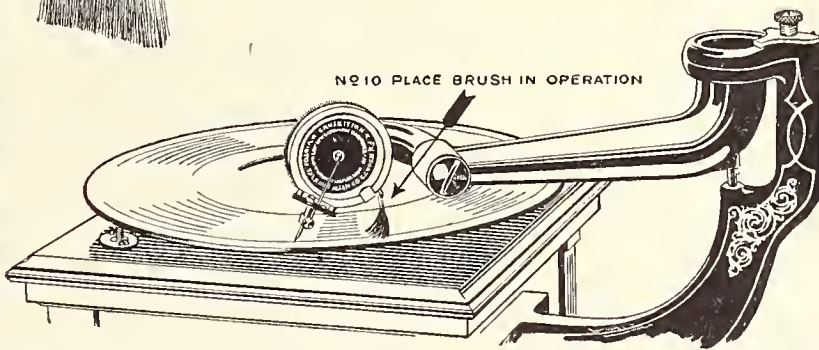
No. 1 fits Triumph. No. 2, Standard and Home. No. 3, Gem.

Disk Style No. 10

For Victor Exhibition Box

Price 25 cents

**PRESERVES THE LIFE OF DISK RECORDS.**



Automatically cleans the RECORD GROOVES and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

**NOTE.—We are giving JOBBERS and DEALERS a BIG margin of PROFIT. Write for full information NOW.**

Manufactured by **BLACKMAN TALKING MACHINE COMPANY** (J. Newcomb Blackman) Proprietor  
97 Chambers Street, NEW YORK CITY



### COMPETITION AS A STIMULATOR.

**Battle for Trade Becoming Keener—Dealers Must Adopt Every Modern Idea and Improved Device to Maintain Their Position.**

Competition is keen in the talking machine industry and is becoming keener every day, and to the man who believes in and utilizes up-to-date methods will fall the laurels of success. It is an old saying with The World that you cannot evolve too many ideas to help trade. Dealers cannot be too busy, and some of the essentials to this end are to keep the store at all times attractively arranged. Present in the daily advertisements special features which will lure the public from the vacation spirit and put them in the mood to stay indoors and enjoy the good things provided by the modern "talker."

Often some dealers wake up too late to the modern spirit of commercial enterprise, and then they wonder how it is that "the man down the block" has had to move into more spacious quarters while he has all he can do to pay the rent. There is one certain rule for success: "Always be on the go." When trade is brisk see that you can supply it promptly and satisfactorily; when things are dull work doubly hard to improve them.

The giving of concerts to which the public has free admission is a good instigator to business. Advertise the giving of these entertainments, and impress on the people the fact that they are under no obligation to buy. Attractive window displays are also a strong drawing card and one which should receive close attention. All these things tend to make the successful business man, and to such men there is no dull season.

The Perry B. Whitsit Co., of 213 South High street, Columbus, O., have been holding extended and successful demonstrations of the teaching of languages with the aid of the talking machine.

### THE GOOD OLD SUMMERTIME.

**An Impromptu Comedy Not on a Set Stage, However, But Under Heaven's Canopy—Moral Discovered on Reading.**

Scene—A crowded car from Flushing.

Characters—A wonderful mixture of Teutons, Scandinavians, Orientals, Africans, representatives of the Latin races, an Anglo-Saxon or two, and lastly a large talking machine, liberally supplied with late records and in the possession of a crowd who had been generously imbibing of the famed product of Milwaukee.

In a corner of the car moodily rehearsing the happenings of the evening sat a youth who had received a "dressing-down" from his "best," an exponent for higher education of women, for addressing a companion as "slob." He was aroused from his reverie by hearing the strains of "Is It Warm Enough for You?" followed by "Let Me See You Smile" and "Travel On." He was the first to strike the platform—the music was too personal.

A German sat dozing and dreaming of his Gretchen in the Vaterland. Suddenly the strains of "Hans and Gretchen" rent the air, and he sat up and asked, "Vas iss?" Before his curiosity was satisfied the "Stein Song" from the "Prince of Pilsen" was played, and thoughts of the flowing bowl brought Hans to the platform to look for a thirst-quenching dispensary. None in sight, so he and the youth remained outside—veritable outcasts for sentiment.

A Swede from one of the boats moored nearby was the next victim, his tears becoming too copious to admit of his facing the fellow passengers when the machine ground out "Necken han spelar par pa boljanbla," and another folk song dear to his people.

A darkey and his "gal" were next in order and when he gave her an especially fervent

squeeze he was greeted with "A Darktown Courtship" and "I'm Tired of Eating in Restaurants," pieces indicative of matrimonial intentions. "Sambo" was game, however, until he was assailed with "Bill Simmons," and he had to retire to the platform to do a buck and wing. Could any colored gent keep still with that music?

As each of the pestered ones made his exit the crowd at the machine greeted him with loud guffaws, and as a consequence the outcasts became more angry every minute when they realized that they were being made butts for the jokes of the happy ones.

The crisis was reached when "Rocked in the Cradle of the Deep" and "Bon Voyage," played to a sailor, were followed by "Waiting at the Church." It was the straw that broke the camel's back, and when, after being warned to keep still, the crowd started the machine on "It's Up to You to Move, things happened. The six, composing the guard of the "talker" and the machine itself, landed in the ditch at Woodside. That the latter was not injured was evident from the fact that before the car started "General Mixup U. S. A." was rendered as an appropriate piece for the occasion, followed by "I'm Up in the Air About Mary," addressed to a youth with auburn hair, who had just boarded the car, and that was all. Two bells from the conductor and the "talker" was left in the distance, while the bunch on the platform heaved a united sigh of relief and started to search for ferry tickets.

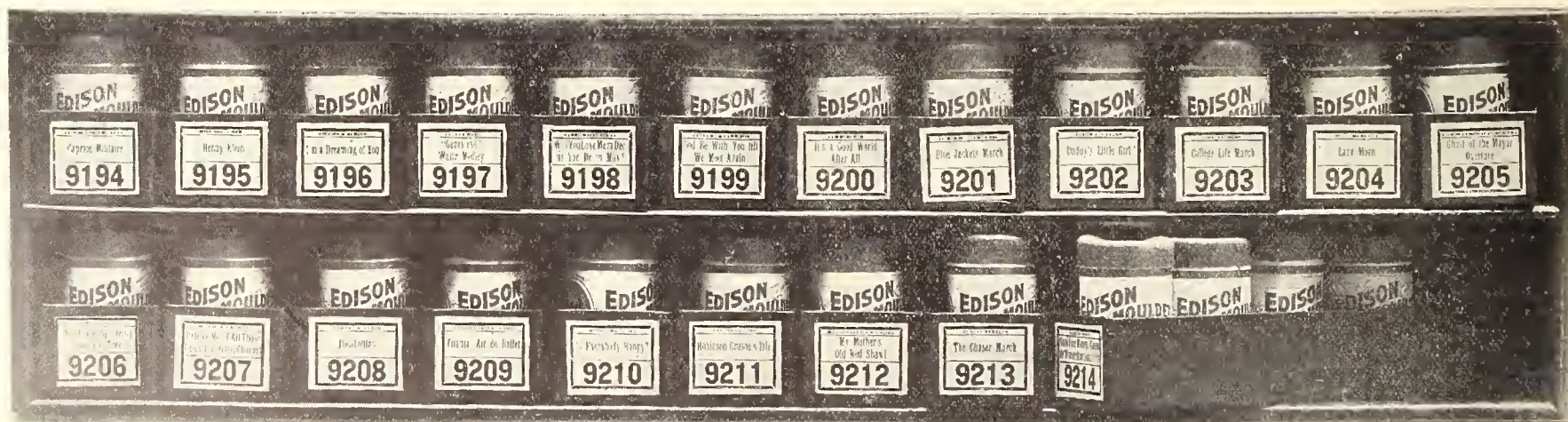
Moral—Music may sooth the savage beast, but it can also rouse the sleeping lion.

A Philadelphia manufacturer making a new line of flower horns called Artistic Flower Horns, reports sales recently made to several jobbing houses aggregating over ten thousand. As these horns are somewhat more expensive than the ordinary flower horns at present on the market, it speaks well for their general attractiveness.

## INCREASE YOUR RECORD BUSINESS

### THE TRAY SYSTEM FILLS THE LONG-FELT WANT

Every dealer will readily see the advantages obtained by using this System of carrying records in stock. It is concise and appeals at once to the prospective customer. Every dealer using this System speaks in the highest terms of its convenience and selling power.



By actual experience sells as many records as a first-class salesman. Makes a more attractive looking stock than can be obtained by any other method.

*Sold to the trade in complete outfits, consisting of 1350 Trays and Labels for every Edison record listed in the Domestic catalogue.*

MANUFACTURED BY **BOSTON CYCLE & SUNDRY COMPANY,** J. M. LINSKOTT, Manager.  
48 Hanover Street, BOSTON, MASS.



## THE BUSINESS TALKING MACHINE.

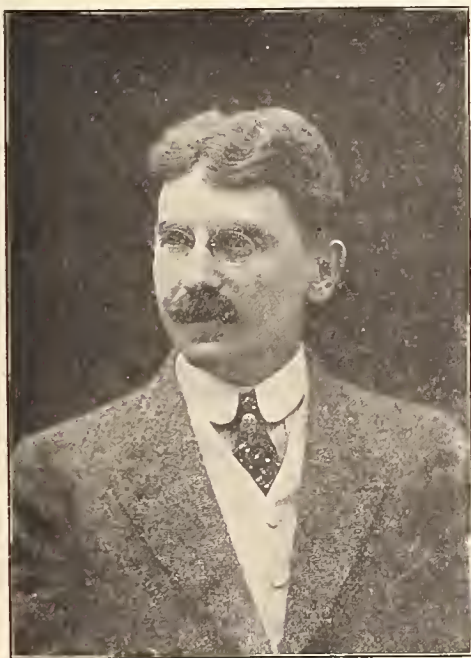
Vast Strides Recorded in the Development of This Great Commercial Aide—An Important Adjunct of the Trade.

It is within a year that special departments were created by the manufacturers for the promotion and introduction of the commercial or business talking machine. Success followed immediately, and this branch of the trade has grown so rapidly as to astonish even its most



NELSON C. DURAND, MANAGER EDISON COMMERCIAL SYSTEM.

sanguine advocates. Branch offices have been established in the principal cities by the manufacturers, who are handling the business direct, though it is possible the general trade may be accorded a portion of what promises to be as important a proposition as the entertainment machine is at present. The cleverest and brightest men have been engaged to demonstrate



J. W. BINDER, MANAGER COLUMBIA COMMERCIAL GRAPHOPHONE DEPARTMENT.

and introduce the commercial system, schools of instruction have been established, and a plant created, the organization and success of which is most gratifying.

Quoting from the handsome catalogue issued by the commercial department of the National Phonograph Co., as to the Edison business machine, the following brief but comprehensive description is found: "Several years ago Mr. Edison applied his wonderful energies to the perfection of the phonograph as an amannensis for the business world. With characteristic insight into the commercial situation, he recognized that the business men required not only an instrument that

would give nearly human service, but a system recommended with it would make its operation clear and avoid any trouble or experiment on his part. The outcome was the Edison commercial system, in which the business phonograph is made a link of the greatest economical importance in the chain of modern business dictation and transcription."

The only known other system in the market is the graphophone, manufactured by the Columbia Phonograph Co., General, and its sale is being pushed vigorously and aggressively. At the eighth annual meeting of the National Shorthand Reporters' Association, the commercial graphophone department of the Columbia Phonograph Co. had a very interesting display of commercial graphophones and supplies in charge of J. W. Binder. Two of the new model machines exhibited elicited much favorable comment, and not a little substantial business. At the same convention Frank Weller, one of the oldest users of the graphophone for transcribing testimony, read a paper on "Reporting Testimony Direct on the Graphophone." The address dealt with an experiment substituting a "recorder" for a "reporter," who dictated testimony direct to the graphophone, instead of taking it down in shorthand and then redictating.

Early last month Nelson C. Durand, manager of the Edison commercial system of the National Phonograph Co., went West to visit and inspect the various offices handling the business phonograph.

### EASTERN TALKING MACHINE CO.'S WARNING.

E. F. Taft, general manager of the Eastern Talking Machine Co., Boston, Mass., has sent out the following warning to the trade: "We have been informed that a person using the name of A. Freich and representing himself as an agent of ours, is calling on the trade throughout New England. We have no representative of this name and no knowledge whatever of the man or his object, and therefore will not be responsible for his actions." The Eastern Talking Machine Co. would like to get information regarding this party, and will appreciate any information in this connection.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, Pa., report the sales on their new line of Artistic Flower Horns as being simply phenomenal. Their rich color effects and general attractive designs seem to have taken the country by storm.

## WHY NATIVES WERE NOT SURPRISED.

Excellent Story from the Land of Don Which Shows That Talking Machines Are Now Found in Every Corner of the Globe.

A Spaniard from one of the small peasant villages, hidden away among the passes of the Pyrenees, who had come to the United States and been very successful in a certain line of trade, decided to return to his native heath and renew friendships among his old neighbors.

In thinking over what would be the most appropriate and representative souvenir of his adopted country, rich in its wonderful productions, he decided that a talking machine would cause the greatest astonishment, and purchased a machine forthwith, not overlooking a liberal stock of records. When he got to his home village and started the "talker" to work with one of the standard records, it did not produce the effect he had anticipated, the audience expressed their appreciation of music, but even after the second and third numbers, they did not stand spell-bound with amazement. Upon inquiry it was found that nearly every household had possessed a talking machine for some time and they had become part of the life of the village.

The foregoing is merely an instance of the far-reaching influence of the "talker" and the remote places to which it is carried. Very likely it would have been almost impossible to have transported pianos safely through, even if the villagers had had the price. The mandolin and guitar of the serenading cavalier was becoming monotonous, so the twentieth century talking machine stepped in.

### NATIONAL PHONOGRAPH CO. NEWS.

Among the recent appointments made by the National Phonograph Co. are those of Gilbert R. Harris as manager of the commercial machine department in Boston, and M. R. Compton, manager of the commercial phonograph department in Philadelphia. Both these gentlemen were formerly connected with the New York headquarters.

### RECENTLY INCORPORATED.

The Leschbrandt Mfg. Co., Philadelphia, Pa., has been incorporated under the laws of Pennsylvania with the object of "acquiring, manufacturing, operating and displaying of talking machines and rights appurtenant thereto." Incorporators: Einar Leschbrandt, Jules E. Aronson and Samuel W. Woodford, Jr.

## Our Horns Are Standard in Every Respect

We make all the different styles and sizes in any metals or colors, including the new Morning Glory Horn, which is cut on a new plan to distribute sound more easily.



WRITE FOR PARTICULARS.

### STANDARD METAL MFG. CO.

MANUFACTURERS OF  
PHONOGRAPH HORNS AND SUPPLIES

FACTORY, Jefferson, Chestnut and Malvern Sts., NEWARK, N. J.  
NEW YORK OFFICE AND SAMPLE ROOM, - - 10 WARREN ST.



# Leading Jobbers of Talking Machines in America

## OLIVER DITSON COMPANY

Are the largest Eastern Distributors of  
**Victor Talking Machines and Records**

Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

**150 Tremont St., BOSTON, MASS.**

## SAINT LOUIS TALKING MACHINE CO.

Southwestern Headquarters for

## Victor Machines and Records

We are Specialists of long experience and guarantee satisfactory service  
**SAINT LOUIS, MO.**

## Peter Bacigalupi & Sons

**SAN FRANCISCO, CAL.**

WHOLESALE 1021-23 Golden Gate Ave. RETAIL 1113-15 Fillmore St

**JOBBERS** Edison, Zonophone  
**DEALER** Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

You Can Get Goods Here  
**Edison** **Victor**  
**JOBBERS** **DISTRIBUTORS**

Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory

**McGREAL BROS., Milwaukee, Wis.**

## HARGER & BLISH

Western Distributors for the

## VICTOR COMPANY.

It's worth while knowing, we never substitute a record.

If it's in the catalog we've got it.

**DUBUQUE, IOWA.**

## BABSON BROS.

**304 WABASH AVENUE  
CHICAGO, ILL.**

Special attention given DEALERS only, by G. M. NISBETT, Manager, Wholesale Department.

**LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.**

## BENJ. SWITKY

**Victor and Zonophone Distributor**

'Phone 665 Gramercy 27 E. 14th St., New York City

## PITTSBURG PHONOGRAPH CO.

**VICTOR** and **EDISON**  
**JOBBERS** **JOBBERS**

Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

## Southern California Music Co.

EVERYTHING FOR TALKING MACHINES

**Edison and Zon-o-Phone Jobbers**

**LOS ANGELES, CAL.**

## NEW ENGLAND JOBBER HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

**THE EASTERN TALKING MACHINE CO.**  
177 Tremont Street BOSTON, MASS.

## Minnesota Phonograph Co.

ST. PAUL

MINNEAPOLIS

37 E. 7th Street

518 Nicollet Avenue

**Edison Phonographs and Records**

ALL MACHINES, RECORDS AND SUPPLIES

Write for Prices on Supplies.

Orders filled same day as received.

## KLEIN & HEFFELMAN CO.

Canton, OHIO.

**Edison** **Victor**

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

## Eclipse Phonograph Co.,

Hoboken, N. J.

Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

## THE ECLIPSE MUSICAL COMPANY

T. H. TOWELL, Pres. & Treas.

JOBBERS OF **EDISON PHONOGRAPHS,**  
**VICTOR TALKING MACHINES,**  
**RECORDS AND SUPPLIES.**

LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

## Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines and Records.

## JOHN F. ELLIS & CO.

WASHINGTON, D. C.

Distributor

**VICTOR** Talking Machines  
and **RECORDS** Wholesale and Retail  
Largest Stock in the South

## FINCH & HAHN,

Albany, Troy, Schenectady.  
Jobbers of Edison

**Phonographs and Records**

100,000 Records

Complete Stock Quick Service

## Victor Talking Machines and Records

**SELF-PLAYING PIANOS.**

Catalogs and Prices on Application.

**Pacific Coast Distributors**

**Sherman, Clay & Co.,** San Francisco,  
Los Angeles,  
Seattle.

PERRY B. WHITSIT

L. M. WELLER

## PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

## C. B. HAYNES, EDISON JOBBER

Exclusive Agency

**RAPKE CRANES—MEGA HORNS**

602 EAST MAIN STREET, RICHMOND, VA.

## S. B. DAVEGA,

EDISON JOBBER

**VICTOR DISTRIBUTOR**

Kaiser's Illuminated Signs for Edison, Victor and Columbia Records

32 East 14th St. New York City.

## NEAL, CLARK & NEAL CO.,

BUFFALO, N. Y.

Jobbers of Edison, Columbia, Zonophone and American machines and records.

Largest Talking Machine house between New York and Chicago.

## SOL BLOOM

SOL BLOOM BUILDING

3 E. 42d Street, New York

**VICTOR DISTRIBUTOR**  
**EDISON JOBBERS**

All the Latest Novelties in Talking Machines, Attachments, Supplies, Etc.

**EVERY JOBBER** in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the November list.

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order

**Victor Machines and Records**

... of ...

**JULIUS A. J. FRIEDRICH**

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving in Transportation Charges



## BUSINESS BOOMING IN TEXAS.

**Jobbers and Dealers Report Unprecedented Demand—The Texas Phonograph Co.'s Big Task of Covering State—Womble Opens in Winston Salem—Edison Line With Oliver House—Reduction on Freight Rates on Talking Machines from 1 1-2 to First Class Granted by Texas Railroad Commission—Southern Music Co. Now Handling "Talkers."**

(Special to The Talking Machine World.)

Houston, Tex., Oct. 10, 1906.

The talking machine business in Texas is booming. During the heated season there has been no let-up and all the jobbers and dealers report unprecedented business. The newspapers have enjoyed splendid advertising patronage from the progressive phonograph dealers. Many are using quarter and half-page copy to exploit talking machines, and great rivalry exists for supremacy.

The largest establishment in Texas is the Texas Phonograph Co., at Houston. They job Edison and Zonophone lines, requiring two traveling salesmen to cover the State. Texas is so large that outsiders, crossing the State for the first time, are amazed that when they enter the State at Orange, Tex., on the east, that they are a thousand miles from El Paso, in the western part of Texas. The fare is \$30, and in this distance (equal to a ride from New York to Chicago) a traveler often rides 100 miles without seeing a town of 100 people. There are three cities en route—Beaumont, 20,000; Houston, 75,000, and San Antonio, 93,000, the largest city in Texas. It cannot long remain sparsely populated, as the tide of immigration is taxing the railroads to handle. Last month the roads brought over 40,000 homeseekers from the Middle West on their low-rate homeseekers' excursions, and nearly all bought some of the cheap school lands, and at least 10,000 will remain as permanent residents. In a few years the Empire of Texas will be a good deal better territory and more economically covered by traveling salesmen.

S. H. Womble, secretary of the Texas Phonograph Co., has resigned to engage in business for himself at Winston Salem, N. C. He will retain his interest in the above corporation until a successor is found who will pay the bonus he asks for it.

The Oliver Music House, in this city, has taken on the Edison line. For many years they have been extensive handlers of pianos and organs, but this is the first time they have shown an interest in talking machines.

The Texas Railroad Commission has at last recognized the arguments of H. M. Holleman, of Houston, and reduced the State rate on talking

machines from one and one-half to first class, and they now conform to rates in eastern and central states territory. Better late than never, but until now the rate between cities in Texas has exceeded the rate from New York to same points, and it was a wonder the New York jobbers did not take advantage of this feature and grab the Texas dealers' business upon the argument that their freight charges would be less. However, the opportunity passes with the reduction in rates effective October 1. Mr. Holleman, who worked very hard with the commission for many months, was formerly in the railroad service, and is one of the best-posted men on railway matters in the talking machine business, and possesses a wide acquaintance among railway officials throughout the United States.

C. B. Haynes, who recently established himself as a jobber at Richmond, Va., is well known to the Texas trade, and there have been many good-will expressions sent to Mr. Haynes in his new venture.

The Southern Music Co., Edward Anderson, president, have extended their business to include talking machines, which they plan to handle extensively on the piano instalment basis.

## TRADE NEWS FROM ATLANTA.

**Talking Machine Business With the Dealers Has Assumed Undreamed of Proportions.**

(Special to The Talking Machine World.)

Atlanta, Ga., Oct. 1, 1906.

The talking machine trade throughout the Southern states, and especially in this section, has assumed undreamed of proportions and is still steadily growing, with no immediate prospect of a decline. With the dealers it is not a question of securing business but of getting sufficient goods to satisfy the demands of present customers, and it is a tough proposition in many cases.

The National Phonograph Co. have opened a correspondence school in languages at the branch here. A special demonstration was held lasting a week, and results are said to have been excellent. Phillips & Crew were the pioneers in this direction in Atlanta, having opened a language school some time ago, although not on the correspondence plan. Phillips & Crew, by the way, are having great success with the Victor line, due, perhaps, to a handsome wareroom environment and attractive window displays. They have also successfully introduced the new Victrola, and predict a great future for this model. The Victor is also handled by the Alexander Elyea Bicycle Co. who, in order to acquaint the public with their new line, have been giving talking machine concerts in various parks.

The Columbia Phonograph Co.'s branch has

been the subject of much favorable comment recently owing to the artistic and novel window displays devised and carried out by the management.

Special efforts in store decoration were made recently in order to attract the crowds here to welcome W. J. Brvan on his visit to Atlanta, and the results were very satisfactory.

## "TALKERS" EVERYWHERE.

**How a Visitor to the Backwoods of British Columbia Made a Discovery.**

"One song hit out of a thousand songs in a year seems a small percentage, but it is true that very few of all the songs written are out-and-out hits," said a publisher recently to T. O. McGill.

This publisher is the man you seldom see, who hires six or seven hundred people a year for one of the big theatrical firms.

"What particular song makes you speak thusly?" we asked.

"I'm thinking of 'Bill Simmons,' which one of the clever comic artists on the Evening World has developed into a funny series.

"'Bill Simmons' has just begun to move forward into the backwoods, where a New York hit don't reach in all its volume for about six months after it has begun to be whistled in the metropolis.

"'Bill Simmons' has attracted the attention of everybody. A man who has just come back from Alberta, B. C., says he was gliding down the waters of what seemed to him to be undiscovered streams after trout, and he had reached a part of the wilderness where it seemed no man could ever have been, and out of the deep shadows of the forest he heard the tickling sound of 'I've Got to Keep a Dancin'.' And he set up and pinched himself.

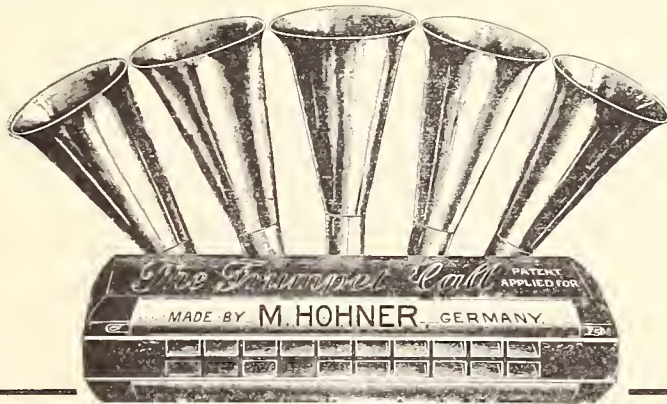
"He felt sure he must be dreaming.

"Just then the canoe turned a bend in the stream and he came full in view of a camp where a party, who were lounging around a camp-fire, were listening to a talking machine that was singing out loud and free to the echoes of that wilderness the troubles of 'Bill.'

"The party had come upstream from Fort Roe, and they had secured the 'Bill Simmons' record from a pack peddler, who makes the trading post twice a year."

## BALL-FINTZE CO.'S GREAT STOCK.

E. F. Ball, of the Ball-Fintze Co., Newark, O., recently made a sworn statement the company had in stock over 163,000 records, including Edison, Victor, Columbia and Zonophone makes. The company contemplate carrying in stock over 300,000 records during the winter, as large shipments are already being received.



For a Powerful Organ-like Tone the New

## M. Hohner "TRUMPET CALL" Harmonica

Surpasses any mouth-organ that has ever been placed on the market.

No. 220. This instrument which has lately been offered to the trade is endowed with a phenomenal amount of tone power. The reeds are directly connected with a wooden sound-box, into which the tone passes, and finds an outlet through five Brass Trumpet Horns which protrude from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone so wonderfully. In the hands of an expert player this instrument can be made to sound like a church organ. In producing this instrument the house of Hohner has again shown great results from its constant effort to bring the Harmonica on the level with a high-class musical instrument. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert.

**M. HOHNER, 475 Broadway, NEW YORK**

**76 York Street, Toronto, Canada**



## RECORD BULLETINS FOR NOVEMBER, 1906.

### NEW EDISON GOLD MOULDED RECORDS.

Edison Gold Moulded Records are made only in Standard Sizes. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

- 9386 Bohemian Festival (Fete Bobeme) (Mas-senet) .....Edison Concert Band  
9387 The Moon Has His Eyes on You (Albert von Tilzer) Orch. accom. ....Ada Jones  
9388 The Bee that Gets the Honey Doesn't Hang Around the Hive (Helf) Orch. accom. ....Bob Roberts  
9389 Medley of Reels (Original) Accordion solo, Piano accom. ....John Kimmble  
9390 Face to Face (Herbert Johnson) Sacred song, Orch. accom. ....Harry Anthony  
9391 Songs of the Rag Time Boy (Von Tilzer) Orch. accom. ....Collins and Harlan  
9392 The Next Horse I Ride On (Murray and Everard) .....Helen Trux  
9393 Blue Ribbon March (Ecke) .....Edison Mil. Band  
9394 Won't You Come Over to My House (Williams and Van Alstyne) Orch. accom. ....Irving Gillette  
9395 Draw Me Nearer (Doane) Sacred song, Orch. accom. ....Anthony and Harrison  
9397 Happy Lena Polka (Heidelberg) Xylophone Orch. accom. ....Albert Benzler  
9398 Not Because Your Hair is Curly (Adams) Orch. accom. ....Harry MacDonough  
9399 The Rube and the Country Doctor (Original) Rube sketch, introducing the old-time song "Sally, Come Up," and incidental effects. Harlan and Stauley  
9400 Lover and the Bird (Guglielmo) Soprano song, with bird imitations by Joe Belmont, Orch. accom. ....Florence Hinkie  
9401 Frau Louisa (Pryor) A comedy waltz. ....Edison Concert Band  
9402 Song of the Nations (Belmont) Descriptive song, introducing "Wacht am Rhein," "Wearing of the Green," and "Red, White and Blue," whistled by Joe Belmont, Orch. accom. ....Edward Meeker  
9403 Cheer Up, Mary (Kendis and Paley) Descriptive song, Orch. accom. ....Kyron G. Harlan  
9404 Jingles, Jokes and Rhymes (Burt) Comic song, Orch. accom. ....Edward M. FAVOR  
9405 Golden Crown Overture (Herman) .....Edison Symphony Orchestra  
9406 Everybody Have a Good Old Time (Rogers) Orch. accom. ....Arthur Collins  
9407 Jim Jackson's Last Farewell (Original) .....Edison Male Quartette  
9408 Since Nellie Went Away (Taylor) male quartette, unaccom. ....Edison Male Quartette  
9409 Waiting at the Church Medley (Original) introducing "Waiting at the Church," "Somewhere," "The Stars, the Stripes and You," and "Bill Simmons." Edison Mil. Band

### NEW COLUMBIA "XP" (CYL.) RECORDS.

- TENOR SOLO, ORCH. ACCOM.  
33006 Wonderland (Thos. S. Allen) .....Harry Tally  
TENOR SOLO, ORCH. ACCOM.  
33015 Not Because Your Hair Is Curly (Bob Adams) .....Billy Murray  
BANJO SOLO, ORCH. ACCOM.  
33016 Sunflower Dance (Vess L. Ossman) .....Vess L. Ossman  
PICCOLO SOLO, ACCOM. BY PRINCE'S MILITARY BAND.  
33017 Nightingale and Thrush (H. Kling) .....Marshall P. Lufsky  
BARITONE AND TENOR DUET, ORCH. ACCOM.  
33018 Would You Leave Your Happy Home for Me (Harry Von Tilzer) .....Collins and Harlan  
BARITONE SOLO, ORCH. ACCOM.  
33019 Abide With Me—Sacred (W. H. Monk) .....George Alexander  
BARITONE SOLO, ORCH. ACCOM.  
33020 He Walked Right In, Turned Around, and He Walked Right Out Again (Max Silver) .....Bob Roberts  
BARITONE SOLO, ORCH. ACCOM.  
33021 Why Don't You Write When You Don't Need Money?—Coon Song (Gus Edwards) .....Bob Roberts  
BARITONE SOLO, ORCH. ACCOM.  
33022 San Francisco (James G. Dewey) .....Frank C. Stanley  
TENOR SOLO, ORCH. ACCOM.  
33023 Cheer Up, Mary (Kendis and Paley) .....Harry Tally  
UNCLE JOSH WEATHERS' LAUGHING STORY.  
33024 Uncle Josh at a Roller Skating Rink (Cal Stewart) .....Cal Stewart  
40494 Fuentes Mareh (R. Gascon) .....Banda Espanola  
40503 Mexican Love (Amor Mexicana)—Vals—(Miguel Lerdo de Tejada) .....Banda Espanola  
40510 Hail to the Bulls (A Los Toros) (A. Salvans) .....Banda Espanola  
TITLE OF SELECTION—BC.  
PIANO SOLO.  
35083 Yankiana—March and Two-step (E. E. Loftis) .....Geo. F. Schweinfest  
BARITONE AND TENOR DUET, ORCH. ACCOM.  
85084 Camp Meeting Time (E. Van Alstyne) .....Collins and Harlan  
TALKING RECORD, DESCRIPTIVE.  
85085 Flannigan's Night Off—Double voice specialty .....Steve Porter

### NEW COLUMBIA 10-IN. DISC RECORDS.

- TENOR SOLO, ORCH. ACCOM.  
3474 Wonderland (Thos. S. Allen) .....Harry Tally  
BARITONE SOLO, ORCH. ACCOM.  
3475 I Don't Know Where I'm Goin' But I'm On My Way (Joe Bren) .....Bob Roberts  
TENOR SOLO, ORCH. ACCOM.  
3480 Not Because Your Hair Is Curly (Bob Adams) .....Billy Murray  
3490 Destruction of San Francisco—Descriptive (C. Praetorius) .....Prince's Military Band  
BANJO, MANDOLIN AND HARP GUITAR TRIO.  
3491 The Mayor of Tokio, Selections from (Wm. F. Peters) .....Ossman-Dudley Trio  
VOCAL QUARTETTE, MALE VOICES, UNACCOM.  
3492 The Artillerist's Oath (C. F. Adam) .....The Columbia Quartette  
BARITONE AND TENOR DUET, ORCH. ACCOM.  
3493 Come Take a Skate With Me (Browne and Edwards) .....Collins and Harlan  
BARITONE AND TENOR DUET, ORCH. ACCOM.  
3494 Susan, Kiss Me Good and Hard—Coon Song (J. Fred Helf) .....Collins and Harlan

- BARITONE AND SOPRANO DUET IN ITALIAN, ORCH. ACCOM.  
3495 Morremo (Mozart) .....Mme. Gina Ciaparelli and Taurino Parvis  
BARITONE AND SOPRANO DUET IN ITALIAN, ORCH. ACCOM.  
3496 Se tu m'ami, from "Carmen" (Bizet) .....Mme. Gina Ciaparelli and Taurino Parvis  
BARITONE SOLO, ORCH. ACCOM.  
3497 Let Me Like a Soldier Fall, from "Mariana" (Wallace) .....George Alexander  
TENOR SOLO, ORCH. ACCOM.  
3498 All Through the Night (Words by Harold Boulton—Melody—Old Welsh Air) .....Henry Burr  
TENOR SOLO, ORCH. ACCOM.  
3499 Love Me and the World Is Mine (Ernest R. Ball) .....Henry Burr  
TENOR SOLO, ORCH. ACCOM.  
3500 My Little Dutch Colleen (J. B. Mullin) .....Billy Murray  
TENOR SOLO, ORCH. ACCOM.  
3501 Cheer Up Mary (Kendis and Paley) .....Harry Tally  
CONTRALTO SOLO IN SPANISH, PIANO ACCOM.  
3502 La Paloma (Yradier) .....Mrs. Rosa Linde Wright  
UNCLE JOSH WEATHERS' LAUGHING STORY.  
3503 Uncle Josh at a Roller Skating Rink (Cal Stewart) .....Cal Stewart  
5663 Berta—Cake Walk and Two-step (Miguel Lerdo de Tejada) .....Banda Espanola  
5664 A La Fiesta—Vals (Manuel G. Manzan-ares) .....Banda Espanola  
BARITONE SOLO IN ITALIAN, ORCH. ACCOM.  
10557 Boating Song (Barcarole from "Il Guarany" (Gomez) .....Signor Gustavo Berni-Resky  
SUNG IN ITALIAN—CHORUS OF THE SCALA THEATRE, MILAN.  
10605 Come Forth, Ye Reapers, from "Faust" (L'Aurora ai Campi) (Gounod) .....Coristi Della Scala  
CORNET SOLO, ORCH. ACCOM.  
26020 Serenade (Gounod) .....W. Paris Chambers  
26035 Dance of the Frogs (Theo. Bonheur) .....London Military Band  
40876 Old Berlin (Alt Berlin) .....Columbia Orchestra  
40897 Potpourri, from "Die Fledermaus" (The Bat) .....Columbia Orchestra  
40947 Morning Leaves (Morgenblatter) (Strauss) .....Columbia Orchestra  
40964 Under Prussian Banners (Mit Preussischen Standarten) .....Columbus Orchestra

### NEW COLUMBIA 12-IN. DISC RECORDS.

- BARITONE SOLO IN GERMAN, PIANO ACCOM.  
30019 The Erl King (Erlkonig) (Schubert) .....David Bispham  
BARITONE SOLO, PIANO ACCOM.  
30020 Who Is Sylvia? (Schubert) .....David Bispham  
SOPRANO AND BARITONE DUET IN ITALIAN, ORCH. ACCOM.  
30032 From That Hour, from "Ernani" (Da quel di) (Verdi) .....Mme. Gina Ciaparelli and Taurino Parvis  
SOPRANO AND BARITONE DUET IN ITALIAN, ORCH. ACCOM.  
30033 Rivedrai le foreste imballamate from "Aida" (Verdi) .....Mme. Gina Ciaparelli and Taurino Parvis  
CONTRALTO SOLO, ORGAN, VIOLIN AND FLUTE ACCOM.  
30034 The Lost Chord (Sullivan) .....Mrs. A. Stewart Holt

### LATEST VICTOR RECORDS.

- ARTHUR PRYOR'S BAND.  
4841 Royal Trumpeters' March .....Seltzer  
4842 On the Rocky Road to Dublin—Two-step in-termezzo. ....Ephraim  
4843 William Tell—Pallet Music—Part III. ....Rossini  
SOUSA'S BAND.  
31572 Amoureuse—Valse Lente .....Berger  
4862 Iola—intermezzo .....Johnson  
VICTOR ORCH., WALTER B. ROGERS, CONDUCTOR.  
4844 Wiener Burger Waltz .....Ziehrer  
VIOLONCELLO SOLOS BY ROSARIO BOURDON, WITH ORCH.  
4845 Traumerei .....Schumann

- 4846 Melody in F. ....Rubinstein  
BELL SOLO BY CHRIS. CHAPMAN, WITH ORCH.  
4847 Bewitching Beauty .....Laurendeau  
TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.  
4858 I've Set My Heart on You .....Von Tilzer  
TENOR SOLO BY HARRY TALLY, ORCH. ACCOM.  
4859 When the Girl You Love, Loves You .....Cooper  
TENOR SOLO BY JAMES MCCOOL, WITH ORCH.  
4848 Those Evening Bells .....Moore  
BASS SOLO BY WILLIAM F. HOOLEY, WITH ORCH.  
4857 Father O'Flynn. ....Stanford  
COMIC SONG BY BILLY MURRAY, WITH ORCH.  
4860 G. O. P. ....Bryan  
SONG BY BILLY MURRAY, WITH ORCH.  
4861 Not Because Your Hair is Curly .....Adams  
COMIC SONG BY EDWARD M. FAVOR, WITH ORCH.  
4856 Fol the Rol Lol .....Eplett  
DUET BY MISS NELSON AND MR. STANLEY, WITH ORCH.  
4852 Bye, Bye, Ma Honey .....Prince  
DUET BY STANLEY AND MACDONOUGH, WITH ORCH.  
4849 Some One Thinks of Some One .....Helf  
COMIC DUETS BY COLLINS AND HARLAN, WITH ORCH.  
4850 Susan, Kiss Me Good and Hard .....Helf  
4851 Oh! Eliza, Save a Little for Me .....Hunter  
DESCRIPTIVE SPECIALTY BY ROBERTS AND CAMPBELL.  
4853 Policeman Clancey and His Bedelia .....VAUDEVILLE SKETCHES BY MISS ADA JONES AND LEN SPENCER, WITH ORCH. ACCOM.  
4864 Jimmie and Maggie at the Ball Game .....SOLO BY MISS ADA JONES, WITH ORCH. ACCOM.  
4863 The Artist's Model ("It's All Right in the Summer Time") .....SOUSA'S BAND.  
1183 Washington Post March .....Sousa  
4528 Moonlight Serenade .....Moret  
ARTHUR PRYOR'S BAND.  
4632 Twenty-second Regiment March .....Gilmore  
VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.  
4811 Dance of the Honey Bees .....Richmond  
TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.  
4795 The Stars, the Stripes and You .....Wheeler  
TENOR SOLO BY HARRY TALLY, ORCH. ACCOM.  
4820 A Little Lunch for Two .....Von Tilzer  
YODEL SONG BY FRANK WILSON, WITH ORCH.  
2560 Sleep, Baby, Sleep. ....COMIC SONG BY BOB ROBERTS, WITH ORCH.  
4816 He Walked Right In, Turned Around and Walked Right Out Again .....Silver  
COMIC DUET BY COLLINS AND HARLAN, WITH ORCH.  
4833 I'm Crazy 'Bout it .....Edmonds  
MALE QUARTETTES BY THE HAYDN QUARTETTE.  
1416 Medley of Plantation Songs .....VICTOR MALE CHORUS, WITH ORCH.  
1253 My Country 'Tis of Thee (America) .....BANDS.

### INTERNATIONAL RECORD CO.

- TENOR SOLOS, BY HARRY TALLY, WITH ORCH.  
3187 A Little Lunch for Two .....A. von Tilzer  
3188 Camp Meeting Time .....Van Alstine  
PICCOLO SOLOS BY G. FORTUNATO, ORCH. ACCOM.  
3189 Queen of Flowers—Polka .....STREET PIANO RECORDS.  
3190 The Little Songster—Polka .....STREET PIANO RECORDS.  
3191 Iola; Alice, Where Art Thou Going, and Waiting at the Church .....STREET PIANO RECORDS.  
3192 Peggy Shea and Waltz Me Around Again, Willie. SOPRANO SOLOS BY JEANNETTE GODDARD, ORCH. ACCOM.  
3193 Moon Dear, from "A Society Circus" .....TROMBONE SOLOS BY LEO ZIMMERMAN, ORCH. ACCOM.  
3194 Camelia Waltz .....BANDS.  
3195 Star of My Life .....BANDS.  
3196 American Fantasia, introducing "Hornpipe," "Massa in the Cold, Cold Groun," "Old Dau Tucker," "Arkansas Traveler," ending with "Yankee Doodle." .....Wurtle  
3197 Cavalry Charge .....Wurtle  
3198 Fantasia, "My Old Kentucky Home." .....Donizetti  
3199 Sextette from Lucia .....Waldteufel  
3200 Violets, Waltz .....Waldteufel  
TENOR SOLO, BY WM. C. WOOD AND METROPOLIS FOUR.  
3201 Love Me and the World is Mine .....MALE QUARTETTE BY METROPOLIS FOUR.  
3202 Annie Laurie .....Kathleen Mavourneen  
3203 Cornet Solos by F. de Blasis, ORCH. ACCOM.  
3204 Sea Flower Polka .....Will You Love Me in December as You Do in May?  
3205 Will You Love Me in December as You Do in May? .....TENOR SOLOS BY BILLY MURRAY, ORCH. ACCOM.  
3206 A Little Girl Like Me, from "His Honor, the Mayor" .....Edwards & Aaron  
3207 I'll Fold My Tent and I'll Steal Away

## THE NEW UDELL LINE

### of DISK and CYLINDER RECORD CABINETS



No. 426

has just the right amount of originality and variation to make your customers "sit up and take notice." Not the same old conventional styles such as have been offered to the trade by other manufacturers for years, but something new, artistic and attractive that will surely get you the business.

WRITE FOR CATALOG

THE UDELL WORKS, 1210 West 28th Street INDIANAPOLIS, U. S. A.



- ORCHESTRA NUMBERS.  
 3208 Donnybrook Fair—March and two-step... Davis  
 3209 When the Whip-poor-will Sings, Marguerite,  
 introducing The Valley of Content—Med-  
 ley Waltz. . . . .Helf  
 SOPRANO SOLOS BY MISS ADA JONES, ORCH. ACCOM.  
 3210 Virginia . . . . .  
 3211 Waiting at the Church. . . . .

## UNIVERSAL TALKING MACHINE CO.

- ZON-O-PHONE CONCERT BAND.  
 576 Andulke Saffraova March . . . . .  
 577 Jolly Dutchman Waltz . . . . .  
 578 Muziky, Muziky March. . . . .  
 579 Sliver Suckers Parade—March Comique. . . . .  
 580 Washington Post March . . . . .  
 HAGERS' ORCHESTRA.  
 581 Autograph Waltzes . . . . .Strauss  
 582 Dainty Music Maid—Two-step. . . . .  
 583 Gertana—Spanish Waltzes. . . . .  
 584 When Tommy Atkins Marries Dolly Gray—  
 March and Two-step. . . . .  
 BANJO SOLO BY YESS L. OSSMAN, WITH ORCH. ACCOM.  
 585 Bay State Quickstep. . . . .  
 BELL SOLO BY ED KING WITH ORCH. ACCOM.  
 586 Dancing Sunrises. . . . .  
 CORNET SOLO BY W. S. MYGRANT, WITH ORCH. ACCOM.  
 587 Pretty Peggy. . . . .  
 SONGS WITH ORCH. ACCOM.  
 588 Bendenteer's Stream (Irish melody) G. Alexander  
 589 Don't Notice Me. . . . .Arthur Collins  
 590 I'll Fold Up My Tent and I'll Steal Away. . . . .  
 Billy Murray  
 591 Jim Jackson's Last Farewell. . . . .  
 Len Spencer and Ada Jones  
 592 Old Mother Hubbard . . . . .Len Spencer  
 593 The Stars, The Stripes and You. Frank C. Stanley  
 594 When Daddy Sings the Little Ones to Sleep. . . . .  
 Miss Ada Jones  
 595 When the Flowers Bloom in Springtime, Molly  
 Dear. . . . .Byron G. Harlan  
 597 Would You Leave Your Happy Home for Me. . . . .  
 Collins and Harlan  
 598 Yoeman's Wedding Song . . . . .Alan Turner  
 599 You Never Can Tell by the Label. . . . .Billy Murray

## OCTOBER LIST IMPERIAL RECORDS.

- TENOR SOLOS BY HENRY BURR, WITH PIANO ACCOM.  
 44930 In the Shadow of the Pines. . . . .  
 44950 Teasing . . . . .  
 44951 When the Frost is on the Pumpkin, Maggie Dear  
 BARITONE SOLO BY ARTHUR COLLINS, WITH ORCH. ACCOM.  
 44935 Whoa, Bill. . . . .  
 TENOR SOLO BY BYRON G. HARLAN, WITH ORCH. ACCOM.  
 45253 When the Flowers Bloom in Springtime. . . . .  
 H. von Tilzer  
 DUETS BY BURR AND STANLEY, WITH PIANO ACCOM.  
 44926 Battle Cry of Freedom. . . . .  
 44925 Almost Persuaded. . . . .  
 DESCRIPTIVE SELECTIONS BY SPENCER AND DUNN.  
 44818 Daybreak at Calamity Farm . . . . .  
 DUETS BY COLLINS AND HARLAN, WITH ORCH. ACCOM.  
 45245 Are You Coming Out To-night, Mary Ann? . . . . .  
 45247 At the Telephone . . . . .  
 45243 Song of the Ragtime Boy. . . . .  
 44929 Down Where the Sweet Potatoes Grow. . . . .  
 45254 I'm Thinking 'Bout You, Honey, All De Time. . . . .  
 VAUDEVILLE SKETCH BY COLLINS AND HARLAN.  
 44927 Closing Time in the Country Grocery. . . . .  
 FRENCH CANADIAN SONGS BY THE FAMOUS BARITONE, F. A.  
 ARCHAMBAULT, WITH PIANO ACCOM.  
 45232 O Canada terre de nos Adieux . . . . .Lavaltee  
 45231 Vive la France . . . . .Lavigne  
 45235 Un Canadien Errant—Vieille chanson Cana-  
 dienne . . . . .  
 45234 O Canada mon pays mes Amours. . . . .Labellé  
 45233 Mon Merle Marlo—Vieille chanson Canadienne. . . . .  
 SOPRANO SELECTION BY GISELA NORIS, VIENNA.  
 26057 Saffi's Song from "Gypsy Baron". . . . .  
 VIOLIN SOLOS BY HAROLD EISENBERG.  
 45240 Adagio (Preludium) from "The First Sonata" . . . . .  
 Bach  
 45237 Largo . . . . .Handel  
 45248 Ave Maria . . . . .Gounod  
 45249 Air—on the G String. . . . .Bach  
 45250 Le Cygne (The Swan). . . . .Saint Saens  
 45251 Mignon Gavotte . . . . .Thomas  
 45252 Trauerelei (Reverie) . . . . .Schumann  
 VIOLIN SOLO BY FREDERIC VOELKE.  
 45230 Gypsy Solo, from "Friend Fritz". . . . .Mascagni  
 GARDE REPUBLICAINE BAND, PARIS.  
 2088 La Gitana—Valse . . . . .  
 3004 Selections from Carmen—Fantasie. . . . .  
 3021 Poets et Paysan (Poet and Peasant)—Overture  
 4019 Triplette (Polka for two cornets and one  
 flute) played by Messrs. Joseph, Defosez  
 and Jacquemont, soloists of Garde Republi-  
 caine Band, Paris. . . . .  
 4037 Le Merle Blanc (The White Raven)—Polka  
 with flute, with piano accom., played by  
 Mr. Jacquemont, soloist, Garde Republi-  
 caine Band, Paris. . . . .  
 ORCHESTRA OF THE GRAND OPERA HOUSE, PARIS.  
 2079 Pluie d'Or. . . . .

A youthful musical prodigy in Atlanta, Ga., has discovered a new use for the talking machine. With an Edison phonograph and a large supply of high class records the six-year-old has created quite a sensation by playing piano accompaniments to the music of the talker.

## PRODUCT FOR RECORDS.

Reported by Wm. H. Hunt, Our Consul at Tam-  
 atave, Madagascar—Some Details Sub-  
 mitted That May Interest.

Wm. H. Hunt, United States consul in Tama-  
 tave, Madagascar, in a recent report writes of  
 a certain product obtained from the raffia palm  
 of that island, which has the consistency of  
 beeswax and which has been thought to be  
 suitable for talking machine records. Certain  
 parties contemplate experimenting with the  
 substance, and results will be awaited with in-  
 terest. Regarding the securing of the product,  
 Mr. Hunt says:

"The process of extracting the wax is simple.  
 The natives who gather the raffia fiber generally  
 pitch their camp in the neighborhood of a raffia  
 grove, to which they bring the leaves. The fiber  
 is taken off and the leaves are thrown aside in  
 large quantities. The wax is collected as fol-  
 lows:

"First, by beating the dry leaves on a dry mat  
 or cloth and gathering the pellicles and white  
 powder which fall from them. Then, after boiling  
 these pellicles and powder, the wax thus formed  
 is kneaded into cakes of any form. This wax,  
 which is very pure, will probably be more highly  
 valued than beeswax, although yet an entirely  
 new product. It first made its appearance in the  
 market place at Marovoay in October last. The  
 curiosity of the merchants of Majunga being  
 aroused, they bought the whole lot at fifty cents  
 per pound and shipped it to France in order to  
 ascertain its industrial and commercial value.  
 When the governor-general of Madagascar  
 heard of the discovery he ordered a sample of  
 twenty-five pounds to be forwarded to Doctor  
 Heckel, director of the Colonial Institute at Mar-  
 seilles, who will make an analysis.

"The labor of gathering the leaves can be  
 reckoned a negligible quantity, as the wax is not  
 the primary product taken from the tree, but a  
 refuse product obtained from the leaves already  
 cut down for the preparation of raffia fiber. Sup-  
 posing that raffia wax turns out to have a value  
 about equal to beeswax, this means a yield of  
 wax equal to three-fifths of the value of the  
 raffia exported. Certainly a very valuable new  
 resource of produce which the natives are likely  
 to take to. In fact, the process implies no great  
 difficult innovation, being merely the utiliza-  
 tion of the refuse of an already well-established  
 and remunerative industry."

## ORDERS \$92,620 WORTH OF GOODS.

What is claimed to be one of the largest sin-  
 gle orders for talking machines ever issued was  
 placed recently by the Victor Distributing & Ex-  
 port Co., of New York, with the Victor Talking  
 Machine Co. It aggregated in all \$92,620 worth  
 of goods, figured at jobbers' prices. The as-  
 sortment included machines of all grades up to  
 the Auxetophone to sell at \$500, and among the  
 records ordered were those recently made in the  
 Chinese language by the Victor Co.

George F. Standke, manager of the Columbia  
 Co.'s branch in St. Joseph, Mo., was married re-  
 cently to Miss Myrtle L. Rigdon, of Kansas City.  
 They will reside in St. Joseph, Mo.

WRITE US IM-  
 MEDIATELY for  
 special prices on our



## NEW STYLE DECORATED FLOWER HORNS



Ask for Catalogue  
 giving full particu-  
 lars concerning

## NEW HORN CRANE



Orders for "KOM-  
 PAKT" HORNS  
 must be placed early  
 on account of large  
 demand.



## New Jersey Sheet Metal Co.

9-11 CRAWFORD ST.,

Newark, New Jersey  
 U. S. A.



**Mr. Dealer:**

If you want always to get  
 the goods, send your orders to  
 a house of exclusive  
**Victor Jobbers.**

**STANLEY & PEARSALL,**  
 541 Fifth Avenue, N. Y.



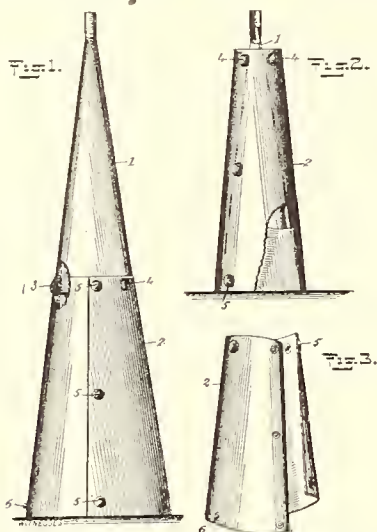
## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., Oct. 4, 1906.

HORN. Charles R. Breen, New York. Patent No. 829,836.

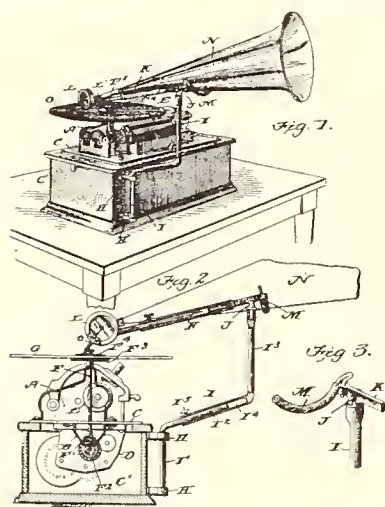
This invention is an improvement in talking machine horns, and the object of the invention is to produce a superior horn or trumpet to those hitherto devised—one which is highly resonant, but devoid of the objectionable metallic sound so often encountered in devices with a like object in view. Another object of the invention is to so construct the horn as to have



a removable outer section which may be wrapped about the small end of the horn in order that the whole may be packed in a small compass.

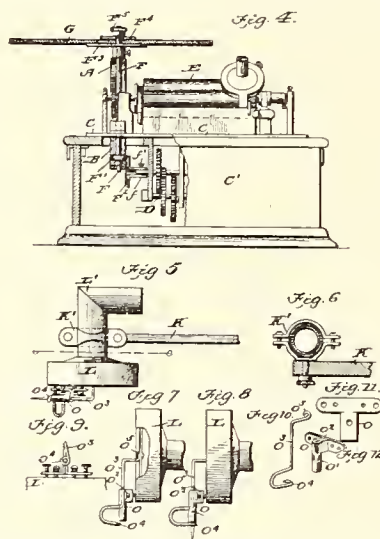
Fig. 1 is a partly sectional side elevation of one embodiment of this invention. Fig. 2 is a partly sectional side view showing the removable section detached and wrapped about the small end of the horn, and Fig. 3 is a perspective view of the removable section.

PHONOGRAPH ATTACHMENT. James Vincent Cruso, Newark, N. J., assignor of one-half to Thomas J. Hinton, same place. Patent No. 829,848.



This invention relates to an improved phonograph attachment, and has for its object to provide a device by which the ordinary cylinder

record operating machines may be employed for operating a disc record, and thus adapting the one machine to both forms of records. Fig. 1 is a perspective view, illustrating the improvements applied to the ordinary cylinder record machine. Fig. 2 is a sectional elevation of the same. Fig. 3 is a detail view showing the horn supporting device. Fig. 4 is an enlarged sectional face view of a machine having my invention applied. Fig. 5 is a detail view illustrating the reproducer and the manner in which it is secured to the supporting lever. Fig. 6 is a detail section of the same drawn on the line 6-6 of Fig. 5, and Fig. 7 and Fig. 8 are detail views of the reproducer, showing the form of



stylus holder employed, and Figs. 9, 10, 11 and 12 are detail views of the stylus holder, Fig. 11 being of the blank of which a portion of the holder is made.

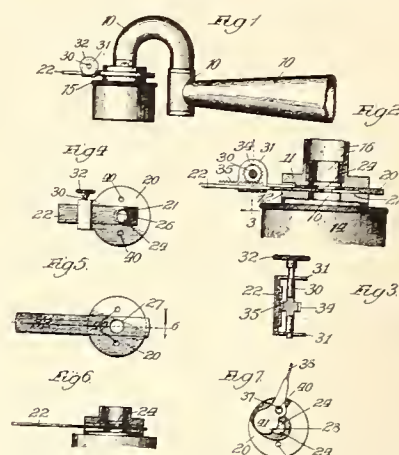
PHONOGRAPH TONE REGULATOR. Eugene M. Robinson, Chicago, Ill. Patent No. 831,188.

This invention relates particularly to means for reducing the volume of sound-waves passing through the horn of the talking machine, whereby a machine designed for outdoor work or for a large auditorium may be used in a small room without discomfort to the audience. This invention is in some respects an improvement upon patent No. 778,271, and Serial No. 251,470. As shown in Figs. 11, 12, 13 and 14 of the latter, this invention consists in the use of a valve in the sound conveyer consisting of a sheet or plate of imperforate material so mounted adjacent to an opening in the side of some portion of the sound conveyer that it can be moved to a position in which it lies crosswise of or obstructs the sound-wave passage of the sound conveyer. In its preferred form the invention consists in the use of such a plate valve in combination with a novel form of mechanism for moving the plate of the valve backward and forward between opened and closed positions.

More in detail, this invention consists in an article of manufacture comprising a plate with a hole in it, with a valve plate mounted in a re-

cess in said supplemental plate to close said hole, the whole being so constructed that it may be inserted at some convenient point in the sound conveyer of the phonograph.

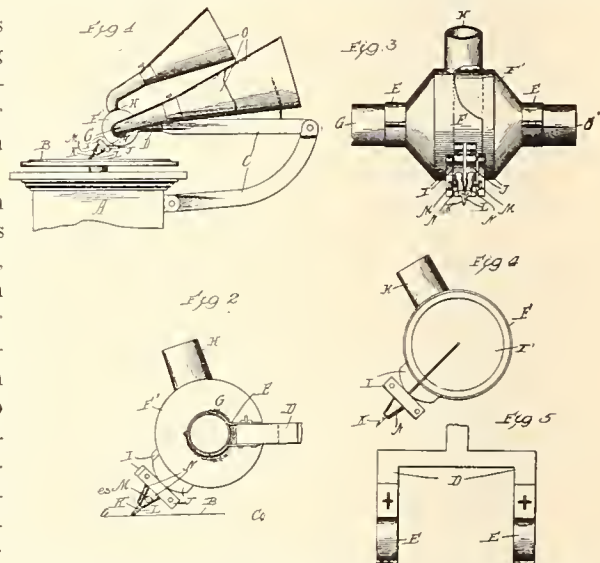
Referring to the drawings, Fig. 1 is a plan



view of a portion of a phonograph corresponding, except as to the mechanical means for moving the valve plate, to Fig. 11 of said prior application. Fig. 2 is a sectional plan view through the reproducer and valve plate operating mechanism, taken on the horizontal central plane of Fig. 1. Fig. 3 is a detail sectional end view taken on line 3 of Fig. 2. Fig. 4 is a side view of the valve mechanism proper removed from the phonograph. Fig. 5 is a side view of the simplest form of my mechanism, the same being identical with Fig. 12 of said prior application. Fig. 6 is a horizontal sectional view taken on line 6 of Fig. 5, the same being identical with Fig. 13 of said prior application. Fig. 7 is a detail view of a modified form of this invention in which the valve plate is pivotally mounted.

GRAMOPHONE. Conrad Hilgenberg, Chicago, Ill. Patent No. 831,344.

This improvement relates to the gramophone "reproducer" and the connections with that part



and the horns, and the object is to increase the volume of sound and improve the tone of the instrument. Fig. 1 is a side view of the gramophone, showing the reproducers, connections and horns in position supported by the bracket and

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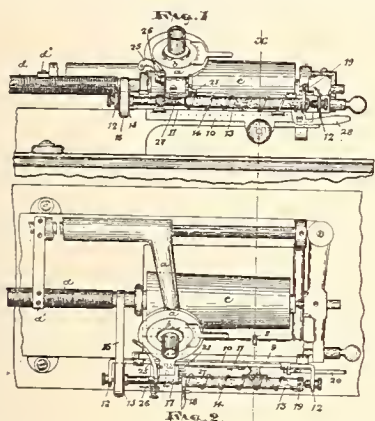
# EDISON AND VICTOR



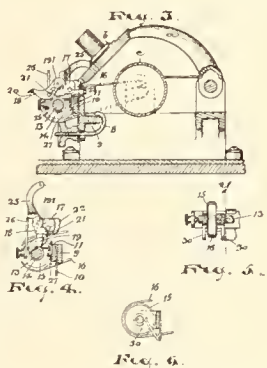
in contact with the "record." Fig. 2 is a full-size side view of the reproducers, showing the relative positions of the needle points on the record and part of the supporting bracket fork and clamp. Fig. 3 is a front view of the reproducers and conical box inclosing them, showing the relative position of the needle points and connections for the horns. Fig. 4 is an inside face view of one of the reproducers. Fig. 5 is a detail view of the supporting bracket fork and clamps.

**RETURNING DEVICE FOR PHONOGRAPHS AND OTHER TALKING MACHINES.** Thomas F. Morrissey, West Orange, N. J., assignor of Rosenfield Manufacturing Co., New York. Patent No. 831,456.

The objects of this invention are to secure automatically a return of the reproducer or



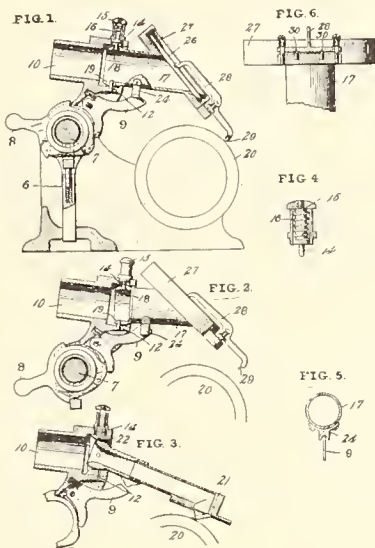
speaker of a talking machine to an initial position in said talking machine after the stylus of said speaker or reproducer has traversed the record, whereby said stylus will again be enabled to traverse said record and repeat the sounds to be reproduced, to perform said function more perfectly and at a reduced cost of construction, and to secure other advantages and results. Fig. 1 is a front elevation of a portion of a phonograph to which the improvements are attached. Fig. 2 is a plan of the same. Fig. 3 is a section taken on line x. Fig. 4 is a detail sectional view, showing a in Fig. 1. Fig. 5 is a detail showing a certain returning dog in engagement with a screw shaft, the section being on line x of Fig. 1, but with



the parts in a different position from that shown modification of construction, and Fig. 6 is a section of the same, taken on line y.

**SOUND REPRODUCER.** Thomas H. Macdonald, Bridgeport, Conn. Patent No. 830,446.

This invention relates more particularly to the reproducer of a graphophone, and has for one of its objects the adaptation of what are

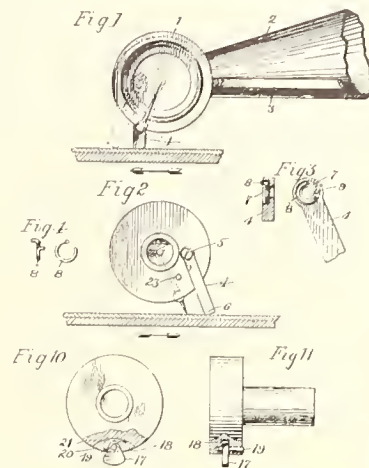


called "pivot point" reproducers for use with records of varying depth. Illustrations of pivot point reproducers are given in prior applications for patent, Serial No. 153,143, filed April 17, 1903, and Serial No. 187,295, filed December 31, 1903. Fig. 1 is a cross section of a graphophone, showing the reproducer in operative position. Fig. 2 is a similar view of the carriage and reproducer, the latter being raised out of contact with the record. Fig. 3 is a similar view, showing the recorder in place. Fig. 4 is a detail of the spring plunger. Fig. 5 is a detail in cross section of the sound conveying chamber of the reproducer, and Fig. 6 is an enlarged detail of part of the reproducer.

**SAFETY DEVICE FOR SOUND BOXES FOR TALKING MACHINES.** Louis P. Valiquet, New York, assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 830,689.

The object of this invention is to provide a device in connection with sound boxes for talking machines such that the stylus of the sound box will not rest in contact with the record or the turntable when the machine is not in use and which will also prevent the needle, stylus bar and diaphragm from becoming injured should the sound box and amplifying horn or tube be dropped or otherwise receive rough handling.

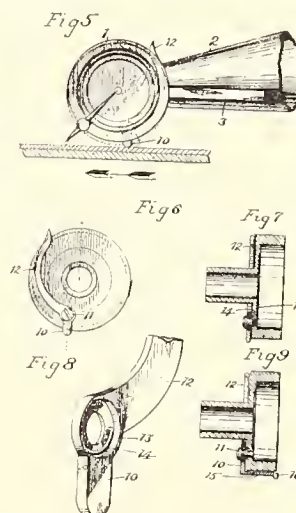
A further object of this device is to prevent the records from being injured by the needle or stylus if the sound box should be suddenly



dragged across the record disc transversely to the record grooves.

Briefly this invention comprises an attachment for a sound box which is preferably pivoted thereto, but which may be manually operated or may be made automatically operative and inoperative by removing the sound box and needle from said disc and by the movement of the record disc.

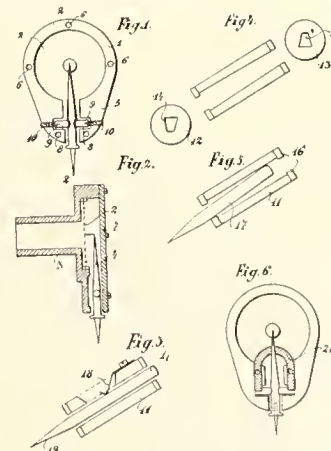
Fig. 1 is an elevation of a sound box and a portion of the amplifying horn and showing the record in section. Fig. 2 is a rear elevation of



the same sound box shown in Fig. 1. Figs. 3 and 4 are detailed views of the means for retaining the safety device in its operative position. Fig. 5 is a front elevation of a sound box embodying another form of the invention; Fig. 6, a rear elevation thereof; Fig. 7, a transverse sectional view; Fig. 8, a view of the safety device detached from the sound box; Fig. 9, a view showing a modified form of the safety device or guard, and Figs. 10 and 11 views showing another form of safety device.

**REPRODUCER FOR TALKING MACHINES.** Eduard Runge, Berlin, Germany, assignor to Jean P. Henri, De la Croix, Germany. Patent No. 831,995.

This invention relates to a recorder and reproducer attachment for talking machines of



the usual construction. One of the objects of the invention is the provision of means for automatically adjusting the style holder. A further object is the provision of means for the reception of the style in the holder and for maintaining the same in a locked position. Other ob-

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C. H. DITSON & CO., New York.  
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JOHN WANAMAKER, Philadelphia, Pa.  
MACKIE PIANO & ORGAN CO.,  
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S. HAMILTON, Pittsburg, Pa.  
KRELL PIANO CO., Cincinnati, O.  
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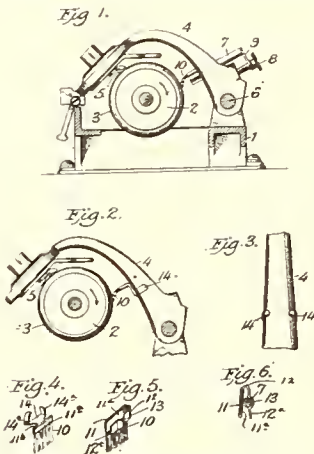
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jects are the provision of means simple in construction, durable, reliable and inexpensive in the manufacture. In the drawings, Fig. 1 is a front view of the speaking attachment, the cover being removed. Fig. 2 is a section on the line 2 2, Fig. 1. Fig. 3 is a longitudinal section, drawn to an enlarged scale, of the style guide or socket. Fig. 4 is a like view of a second form of guide having a conical interior. Fig. 5 is a like view of a third form of guide having an internally projecting top portion. Fig. 6 is a front view of a speaking attachment similar to that shown in Fig. 1, but having a magnet provided.

**PHONOGRAPH RECORD CLEANER.** Henry A. Place, Providence, R. I., assignor to J. Newcomb Blackman, New York. Patent No. 831,987.

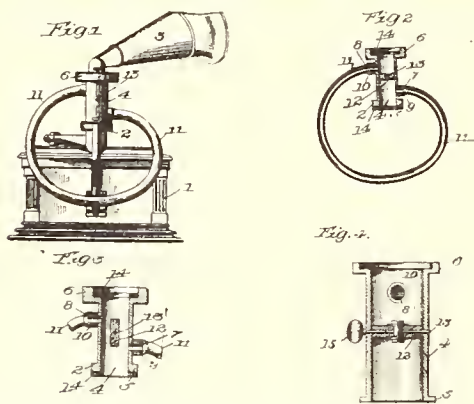
This invention relates to improvements in brush attachments for cleaning phonograph records, and has for its object to simplify the construction of such brush attachments, so that



they may be manufactured easily and economically. In the accompanying drawings, illustrating the invention, Fig. 1 is a vertical section, partly in elevation, showing a sound reproducing instrument constructed in accordance with the present invention. Fig. 2 is a similar view, showing a modified means of securing the brush in position. Fig. 3 is a detail plan view, showing part of the construction illustrated in Fig. 2. Fig. 4 is a perspective view of the brush shown in Figs. 2 and 3. Figs. 5 and 6 are detail views of the brush shown in Fig. 1.

**SOUND REPRODUCING MACHINES.** Curtis A. Smith, Elgin, Ill. Patent No. 831,900.

This invention relates to improvements in sound reproducing machines, and has special reference to the means for modifying the quality



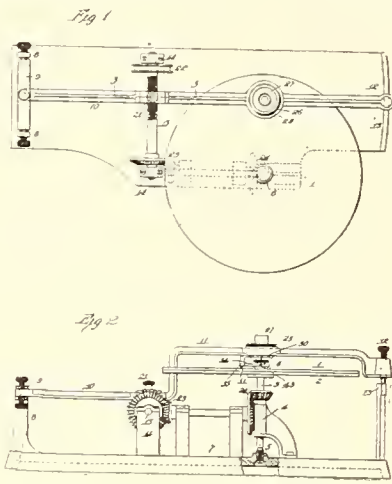
of the sound issuing from the sound ducts to the audience.

Fig. 1 is a rear elevation of a sound reproducing machine with the invention as applied thereto. Fig. 2 is a vertical sectional view of the invention. Fig. 3 is a detail view of a part of this invention, showing the position of parts when this invention is thrown out of operation. Fig. 4 is a detail sectional view of the extension piece with the mute or stop disc in position and the exteriorly located button for operating same.

**SOUND RECORDING APPARATUS.** Thomas A. Edison, Llewellyn Park, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 831,606.

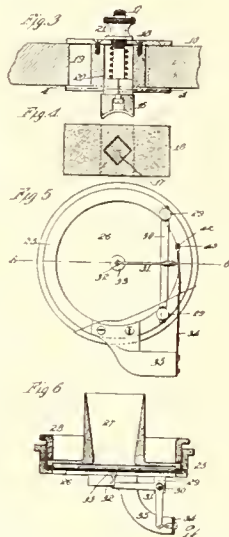
This invention relates to improved sound recording apparatus of the type wherein a graphic sound record is produced on a disc-like or cylindrical blank and which is formed of a sinuous groove of substantially uniform depth and width as distinguished from the phonograph wherein these dimensions of the record groove are not uniform.

Sound records of the kind to which the present invention relates are relatively simple in character, and the matter of duplicating them



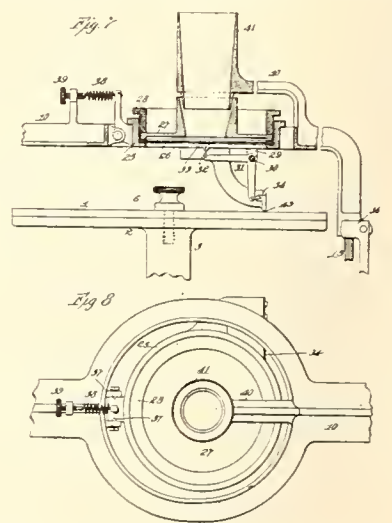
does not present the difficulties of duplicating phonographic records.

Prior to the invention in the making of sound records on a disc blank—for example, in the form of a sinuous groove of substantially uniform depth and width—a suitable plate or foundation was covered with a thin layer or film of wax-like material, which was engaged by a needle-like recording stylus connected to the diaphragm, the arrangement being such that in the absence of vibrations the stylus removed the film of wax-like material to its full depth to disclose the foundation and in the form of a spiral groove of uniform width. By vibrating the diaphragm the said groove was caused to partake of sinuosities and undulations corresponding graphically to the sound-waves. By suitable etching, electroplating, photographic or allied processes a matrix was secured from the master so formed and used for the production of duplicates by various methods. The processes used prior to this invention for the making of these records were objectionable for many reasons, and especially because the records produced are not accurately representative of the sound-vibrations, first, because the recording stylus, in order that it may certainly cut through the depth of the wax-like material, must



be engaged with considerable friction against the foundation on which the wax is carried, thereby offering unnecessary resistance to the vibration of the stylus, and, second, because the stylus, being unprovided with cutting edges, in its vibrations merely displaced or compressed the wax-like material in the formation of the groove, instead of cleanly cutting it.

The object of this invention is to provide improvements in the art of making records of this kind in the apparatus involved and by which the resulting records will be more perfect and capable of more accurate reproduction than records of the kind as heretofore made.



The invention in its preferred form resides in the utilization of means co-operating with the recorder for causing the latter to always cut to the desired depth in the wax-like material irrespective of variations in the thickness of the blank or other eccentricities in the plane of the recording surface. This feature of the invention is carried into effect by engaging the recorder to the desired depth in the recording material by gravity and mounting the recorder so that it is free to rise and fall to accommodate itself to any changes in the plane of the recording surface. The accompanying drawings form a part of the specification. Fig. 1 is a plan view of the complete apparatus for operating on a disc-like blank, and showing the recording stylus as being mechanically adjustable with respect to the blank; Fig. 2, a side elevation of the same; Fig. 3, a section on the line 3 3 of Fig. 1; Fig. 4, a section on the line 4 4 of Fig. 3; Fig. 5, a bottom view of the recorder proper in its preferred form; Fig. 6, a longitudinal section on the line 6 6 of Fig. 5; Fig. 7, a longitudinal section through the swinging arm, illustrating an

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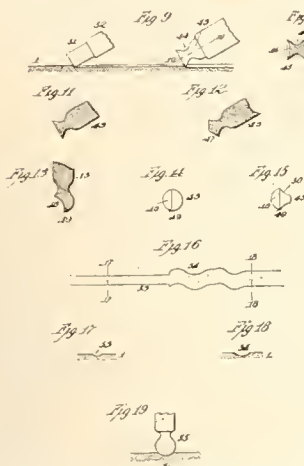
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embodiment of that feature of the invention by which the recorder will engage the blank by gravity so as to cut to the desired depth irrespective of mechanical variations in the blank; Fig. 8, a plan view of the same; Fig. 9, a greatly enlarged view showing the blank in section, also the preferred form of recording stylus in operative position and on the same scale, a grooving tool preceding the same; Fig. 10, a section on the



line 10 10 of Fig. 9, showing the side cutting edges of the preferred recording stylus; Fig. 11, a sectional view of a modification of the stylus; Fig. 12, a corresponding view of a further modification thereof; Fig. 13, a view corresponding to Fig. 11, showing a further modification

of the recording stylus; Fig. 14, a bottom view of the stylus shown in Fig. 13; Fig. 15, a corresponding view illustrating a slight modification of the stylus shown in Figs. 13 and 14; Fig. 16, a greatly enlarged view of the record groove formed with a cutting edged recording stylus of the improved type, showing also the smaller non-sinusoidal groove; Fig. 17, a section on the line 17 17 of Fig. 16; Fig. 18, a section on the line 18 18 of Fig. 16, and Fig. 19, an enlarged cross sectional view illustrating the engagement with the record groove of a spherical reproducer.

**SOUND-BOX FOR TALKING MACHINES.** LEON F. DOUGLASS, Philadelphia, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 831,546.

The object of this invention is to produce a sound box for a talking machine in which the stylus bar is more delicately, perfectly and efficiently mounted than heretofore and also whereby the position and tension of the stylus bar may be quickly and easily adjusted.

The further object of this invention is also to provide, in combination with the features above referred to, means for delicately mounting the diaphragm of the sound box, so that the same may be vibrated with the most delicate and minute vibrations of the stylus bar.

Heretofore in sound boxes in which the stylus bar has been mounted upon a torsional device for giving a tension thereto or for holding said stylus bar in position the torsional device or spring has been attached rigidly to the casing

with the above features, of a diaphragm which is mounted so as to vibrate freely in response to the most minute and delicate vibrations of the stylus bar.

Fig. 1 is a perspective view of the improved sound box; Fig. 2, a transverse sectional view thereof, taken substantially on a line passing longitudinally through the center of the stylus bar. Fig. 3 is a side elevation thereof, showing the device for torsionally mounting the stylus bar in cross section; and Fig. 4 is a view taken substantially upon the line 4 4, Fig. 3, showing a portion of the casing of the sound box.

**MAGNETIC SOUND RECORD.** VICTOR H. EMERSON, Newark, N. J., assignor to American Phonograph Co., Washington, D. C. Patent No. 831,779.

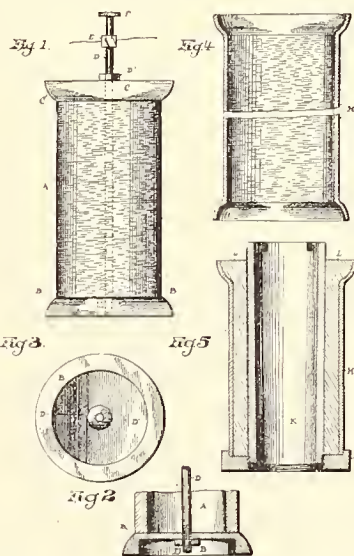
This invention consists of the production of a magnetic sound record. In the drawings, Fig. 1 represents a side view of a talking machine,



illustrating the invention. Fig. 2 is a plan view of a sound record produced in accordance with the invention.

**METHOD OF DUPLICATING PHONOGRAMS.** MAURICE JOYCE, Washington, D. C., assignor by mesne assignments to New Jersey Patent Co., West Orange, N. J. Patent No. 831,668.

This invention relates to the method of duplicating or multiplying phonogram cylinders, and



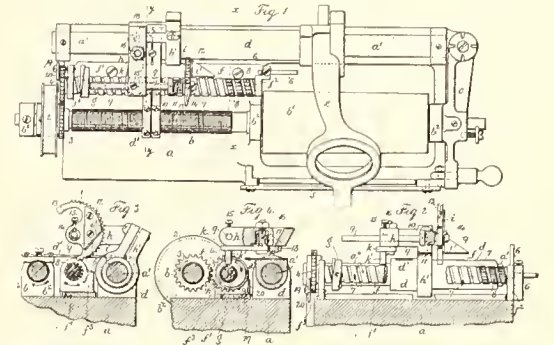
the object is to reproduce facsimiles of phonogram cylinders in as large numbers as may be desirable. These cylinders are reproduced ac-

cording to this invention in the manner herein-after set forth.

Fig. 1 is a side elevation of a phonogram with metallic end connections ready for application to an electro-deposition apparatus. Fig. 2 is a broken cross section of a phonogram and one of the metallic end pieces and connections; Fig. 3, a face view of one metallic end piece. Fig. 4 is a broken longitudinal section of metallic mold or shell; Fig. 5, a section of mold with all parts assembled and duplicate phonogram or wax therein.

**PHONOGRAPH.** WILLIAM W. ROSENFELD, New York. Patent No. 831,630.

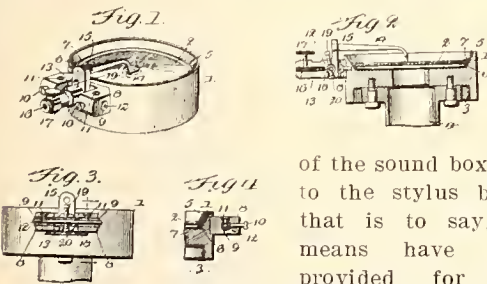
This invention relates to automatic return mechanisms for phonographs. In the drawings herewith Fig. 1 is a plan view of a phonograph provided with automatic return mechanism embodying my invention. Fig. 2 is an elevation of



the return mechanism with the auxiliary or return feed shaft broken away, so as to more clearly show other parts. Fig. 3 is a section taken on the line x x of Fig. 1 looking toward the left, and Fig. 4 is a section taken on the line y y of Fig. 1 looking toward the left, parts being omitted from Fig. 3 for clearness which are shown in Fig. 4.

**PHONOGRAPH RECORD CLEANER.** FRANK E. FORSELL, Providence, R. I., assignor to J. Newcomb Blackman, New York. Patent No. 832,249.

This invention relates to an attachment for cleaning the record on a phonograph, and has for its object to provide a brush to be preferably suspended from the traveling arm that carries the reproducing point. It is found in practice that when a recording roll collects dust it is apt to lodge in the grooves on the face of the roll, and if it is not thoroughly removed before the record is used this dust and grit comes in contact with the sharp point or edge of the reproducing needle and wears the same off and quickly destroys it. To obviate this difficulty a little brush is provided which may be made of hair, felt or other soft or suitable flexible material.



of the sound box and to the stylus bar—that is to say, no means have been provided for the axial adjustment of the stylus bar so that its pressure or tension in relation to the diaphragm may be varied. Furthermore, heretofore when the diaphragm has been mounted between a pair of gaskets which contact with the marginal portions of the diaphragm said diaphragm is more or less confined by the surfaces of the gaskets and its free vibration to some extent hindered. This feature when taken in connection with the lack of adjustability of the torsional mounting for the stylus bar is a disadvantage which reduces the efficiency and quality of the reproduction by the sound box.

Briefly, this invention comprises the embodiment in a sound box of an improved torsional mounting and also a mounting which may be easily adjusted by means of suitable clamping or holding devices both in relation to the stylus bar or in relation to the bearings for the torsional device. It also comprises the combination,

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The past month has been one of exceeding prosperity in the slot machine trade, the arrival of cool weather bringing back to town the thousands that still lingered amidst the pleasures at mountain and seashore.

Hundreds of new arcades and nickleodians continue to spring up throughout the country, and manufacturers are kept on the jump filling orders. One of the most promising features of the fall market is the number of new machines being put out that are radical departures from the old beaten paths followed for the most part by manufacturers heretofore. And by this we do not mean to depreciate in any way past efforts in this line. However, it is with pleasure that we welcome new ideas in this trade.

As we have stated in previous issues, the slot machine business is one wherein change is imperative to success. Of course, there are devices such as automatic pianos, talking and moving picture machines, that are standard and will exist. But here, too, the public demand for the new must be gratified, and this is evidenced in the tremendous improvement in the modern talking machine and automatic piano playing devices which are simply amazing in their satisfaction-giving qualities.

Manufacturers, in every branch of this industry have been overwhelmed with inquiries concerning "where, when and what to buy to fit up an arcade" by men or parties starting out in this business. These interrogations, without minute details, are impossible to answer. For instance, a man on a main thoroughfare in a large city will not only need more capital than another in a less pretentious locality; his whole plan may need an entirely different treatment. For example, John Jones has a place in a neighborhood frequented by the working class, men who earn their living through physical exertion. Here punching bags, target and muscle testing machines will reign supreme, while John Smith, in another section, seriously considers relegating this part of his equipment to the junk pile, only waiting for something to take their place that will appeal to his more refined patrons.

Prospective operators, however, must rely on their own perspicacity for the solving of these minor problems. As to general cost of equipping a parlor, a fairly accurate estimate of cost is possible only when floor space, approximate number of machines and style of decorations are given. Then market values on material vary in different sections of the country, and therefore investors could arrive at more satisfactory results if they lay their plans before their local architects.

To secure the best results in the automatic or arcade business, close attention to details is necessary. In many cases we notice a flagrant disregard on the part of managers in seeing that the machines are properly cared for. No matter how perfect a product a manufacturer

may turn out, it cannot do its work as it should unless thoroughly cleaned and overhauled every two or three days. No machines on the market receive such constant wear and tear as do these penny-in-the-slot devices. On their intake depends the success of the arcade—and yet this oversight is nearly universal. Go into almost any parlor in this country, and out of 100 to 400 machines you will find anywhere from six to ten bearing the sign, "Out of order." Nine times out of ten these are the ones that have proved to be the most popular, therefore receiving all the rough usage.

Causes for breakdowns are innumerable, slugs, however, giving the most trouble, with dirt a close second. The former nuisance is all but impossible to eliminate, but need not cause a hold-up of several days, as is often the case. The latter is inexcusable. It is not so much the fact that the public cannot deposit their pennies in this or that particular machine, but if their desire to see a particular picture or hear a certain song is denied, it creates a feeling of disappointment—the very thing an arcade man should avoid.

\* \* \* \*

So much for those machines that are actually out of commission, for after all this is a minor thing compared to having the majority of the machines in the parlors in imperfect condition, and this is so often the case that it is deplorable.

Here again the public is cheated, and this is remembered. The slot machines of to-day, wonderful as many of them are, are not so perfect that an operator can afford to let them for a moment drop below their best. Again, man-

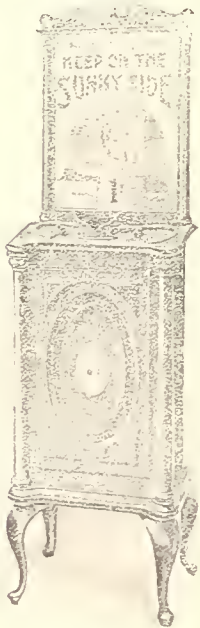
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**The records and pictures**

Our machines earn money while others are waiting for the new popular songs to be made. We are increasing our facilities to take care of our orders, and would suggest sending your orders in promptly and reap the benefits accruing to those first in the field.

WRITE US FOR DESCRIPTIVE CIRCULARS, ETC.

#### THE DISK-O-PHONE

GETS THE MONEY  
Reproduces a full, round, musical tone. Any 10-inch record can be used



# VALIQUET NOVELTY CO.

**50 - 58 Columbia Street  
NEWARK, N. J.**



agers finding such machines giving imperfect results, turn on the innocent manufacturer, claiming that the goods have been misrepresented and are no good. These things are small in a way, but are the cause of much trouble.

Every arcade should have a thorough mechanic and electrician, a man who understands this particular line of work perfectly. And it should be the duty of every manager to see that his work is done not only properly but promptly.

### PHONOGRAPH STEREOPTICON.

New Form of Producing the Illustrated Song and Story.

Phonographic parlors have passed the experimental stage and have universal approval. The combination of the "talker" and the kinematograph has also proven popular. At the present time an enterprising promoter is said to be establishing permanent biograph exhibitions in the larger cities, the admission being small, with a change of pictures twice a week. A New York city inventor still further improves the biograph by the assistance of the phonograph. In other words he has simplified the production of the illustrated song by means of an apparatus whereby, simultaneously with the projection of pictures upon a screen, a phonograph is utilized to render a musical composition in conjunction with the illustration.

### A CLEVER ENTERTAINER.

A Chicago concern has been exhibiting an instrument styled "Gable's Automatic Entertainer," an ingenious arrangement of the coin-operated talking machine, whereby any one of a series of twenty-four Victor records placed on either side of the machine may be played at will by the turning of a dial which places the record in position on the rotating table, and incidentally inserts a new needle in the reproducer. The whole contrivance is in a large cabinet, with the horn projecting from the top.

### TO REPRODUCE BASE BALL SCENES.

Moving-Picture Machine Will Record Plays in World's Championship Games at Chicago.

Following the example of those who have turned photographic reproductions of big fights to profit, a big Chicago concern has made a bid for the privilege of making moving pictures of the world's championship baseball games held at Chicago last week. If the pictures turn out well they will be exhibited around the country the coming winter.

It is a question as to whether moving pictures will convey to the spectators any correct idea of the intricacies of play on the baseball field. The movements of the pitcher, catcher, and batter could be reproduced, but it would take twice as long to spread the films before an audience in a theatre as it would to play the game, and many of the scenes would be tiresome. However, the routine play could be eliminated and a grouping of the exciting plays would serve as excellent entertainment.

The outfielders would cut very little figure in such pictures, as they would be too far from the machine. A long hit could not be followed by the camera. Perhaps the new innovation may prove a success, but it is difficult to see how a spectator can follow the progress of a game if there is much long hitting.

### HERE'S A MONEY MAKER.

Roth & Engelhardt, the well-known manufacturers of the Peerless Electric Piano, Windsor Arcade, New York, through their agents, the L. Grunewald Co., Ltd., the well-known music dealers of New Orleans, La., are in receipt of the following communication from Salvo & Berdon Candy Co., Natchez, Miss., which speaks eloquently of the money-earning powers of the Peerless player, which is winning its way into such favor in arcades, hotels, restaurants and public resorts, and which is proving such a very excellent proposition for talking machine men:

"Gentlemen: The Style D Peerless Electric Piano we bought from you through your Mr. Delfraisse has proved a valuable addition to our business as an attraction and trade stimulator. It has been praised by every one for its sweet tone and wonderful execution. It has not cost us one dollar, having more than paid for itself monthly. We will take pleasure in having you refer to us at any time."

### PHOTOGRAPHS BY WIRE.

Marvelous Invention Now Put in Practical Operation by Dr. Arthur Korn, of the University of Munich.

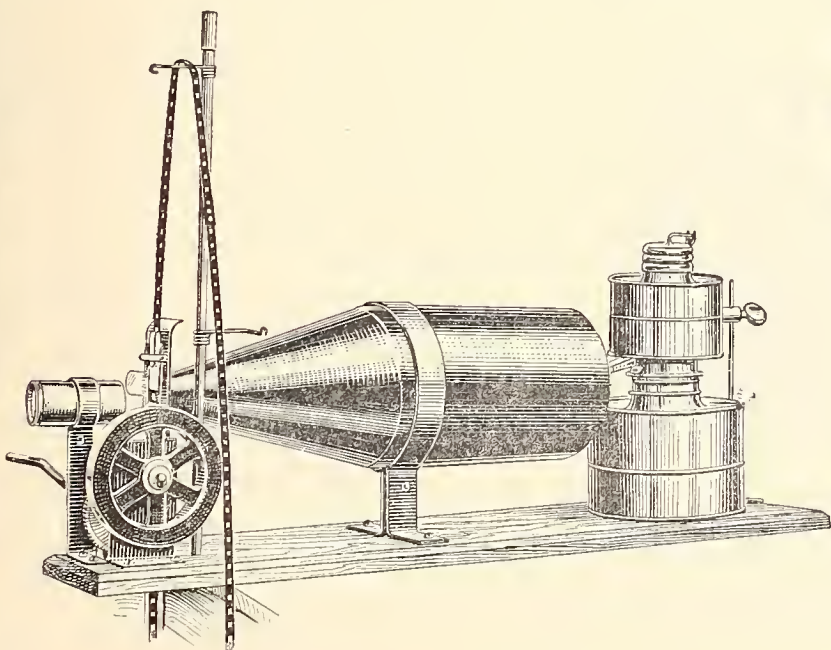
Dr. Arthur Korn, professor of applied physics in the University of Munich, has practically solved the great problem of sending photographs by telegraph, having brought to perfection the previous attempts of Capelli, Cerebatani, Bakewell and others.

"For three years," said Professor Korn, "I have been working hard at the subject of sending photographs and fac-similes by telegraph. Two years ago I discovered that I was making progress and manufactured a sending apparatus to be used with the Nernst lamp and a gas cylinder.

This apparatus is capable of transmitting a photograph any distance, let us say 10,000 kilometers (between 6,000 and 7,000 miles). The quality of the photograph is not dependent on the distance of transmission. But it would take a longer time in transmission.

"For instance, I could telegraph a portrait from London to New York as easily as from Munich to Berlin. The portrait in New York would be as clear as that in Berlin, but while it would only take twenty minutes to appear on the film at Berlin it would perhaps take thirty minutes for the New York picture; but please remember that this difference of time does not arise from the distance, but simply because one must be more careful with the sending of the current-throbs. As soon as my invention has been properly taken up I shall conduct some

# THE VITAK MOTION PICTURE MACHINE



**T**HE VITAK is now ready for delivery.

It is the only practical moving picture machine made for home use. It is the greatest selling novelty ever offered the Talking Machine Dealer.

Send for Illustrated Catalogue

RETAILS AT \$6.50

**NEW YORK VITAK CO.**

Main Offices, 26 Cortlandt St.,

New York City



long-distance experiments. But I think I can assure you that if I telegraph from London a portrait for The World your men in New York could use it as an illustration within thirty minutes after it had left my hands.

"But the chief matter I had in view was the use to which my invention could be put in police and criminal affairs. A writ and a photograph could be telegraphed in a few minutes to all parts of the world.

"I am in communication with a company to exploit the invention, but whether it will come to anything I don't know yet. The company must establish international stations for tele-photography. The tariffs must be regulated by the different states. In addition the cable companies would make arrangements with the press, I suppose. I am quite sure that something of the kind will be arranged in the immediate future. It is a necessity of our modern life."

### SOME ARCADE POINTERS.

Side Lines Largely Ignored That Would Prove Money Makers and Trade Getters.

Like everything else the arcade business has grown until the modern emporium bears but little semblance to the early ventures outside the mere name. This growth has been manifest not only in the number of machines utilized, but in a broadening out of the arcade, and then by the addition of a large number of side issues, that have increased the intake enormously. Therefore a few suggestions along these lines will be timely, especially to the uninitiated.

#### AUTOMATIC PHOTOGRAPHY.

Wherever a crowd gathers at a park or pavilion the "tintype" man has always been known to gather in the coin, and yet comparatively few even among the largest arcades have taken this into consideration and devoted the small amount of space necessary for such an equipment.

It is something worth looking into. It is not necessary to have an expert photographer. Twentieth century progress has done away with all this. All the visitor has to do is to give the man in charge a nickel or a dime. He tells him to watch the birdie—drops the coin in a slot—the machine does the rest. It takes the picture, develops and frames it. Simple—yes; but a big winner.

#### THE CIGAR SALESMAN AND CANDY.

Another machine on the market which is never seen in an arcade, though they appear in a few ferry and railroad stations, is what might be called the cigar salesman. This device is in the form of a cabinet standing about 3½ feet high, and in appearance very similar to a regular cigar show case. Looking down through the plate glass top you can see a dozen or so boxes of well-known brands, the cigars ranging from five cents each to, say, a quarter. You take your pick, set the indicator, insert your coin and receive your purchase.

Candy has been found to be a good paying side line. Why, therefore, wouldn't such a machine be a valuable addition? By placing it near the front, with an attractive sign, it would be sure to attract the lovers of sweets.

#### SHEET MUSIC AS A SIDE LINE.

The sale of sheet music has now grown to be one of the biggest side ventures connected with the arcade business. A number of ways for booming it have been adopted which deserve mention. Of course in the larger places a piano player is hired, also one or two singers, which generally attract a big crowd and make things cheery throughout the place. Watching the programmes of shows playing in the town and featuring the popular songs on the talking machine, with a sign, "Hear this song at the music counter," placed on each, has proven a great trade inducer. Those arcades having a Nickleodian adjoining where illustrated songs are sung between the moving pictures, will find the same announcement works well.

#### RECORDS THAT WOULD SELL.

Since the talking machine has leaped into universal popularity it seems strange that no arcade manager has thought of laying in a stock of the records being played on the slot phonographs. There is good profit to be derived from their sale, and if handled rightly should make a first-class investment.

#### THE REAL FORTUNE TELLER PAYS.

Fortune-telling machines have always proved great money makers, but after all they are but a poor imitation of the real article, especially if a pretty woman plays the part of Madame Mystereous. There is a lot of magnetic force in one of those cosy corner affairs, draped up in Egyptian fashion, and arcades that have tried it have found it a gold mine.

### TO HELP THE BLIND.

John T. Timmons Is Working on a Device Which Will be an Effective Aid to the Blind.

John T. Timmons, who has always new ideas on tap, said recently: "I am now working on a device which, if I am successful in perfecting, will be a great blessing to the thousands of unfortunate blind persons in the world. I have no hopes of being able to bring back the lost eyesight to most of them, but I have hopes along that line for a few. There is a great variety of kinds of blindness and I firmly believe many of the cases could be permanently benefited that are now looked upon as hopeless.

"The device I am experimenting with and wish others would join me in developing is an electric and magnetic device, which I expect to temporarily give them sight. The apparatus is too large to carry about, and will have to be permanent, and the blind person who is benefited will have to go to the machine and there, after properly connected, I expect to transmit to their brains certain scenes, such as are shown to those with perfect vision now by means of the moving picture machine. This would be a useful contrivance in schools where the unfortunate blind pupils are educated, and it would also afford them much amusement. It would give them a glimpse of the world, and the gloom in which they must live on this earth would be removed to a certain extent."

### WIRELESS TELEPHONY AGAIN.

It is reported from Paris that M. Maiche, the well-known electrician, has removed many, if not all, the obstacles in the path of practical wireless telephony—hitherto a laboratory pastime. According to M. Maiche's own account, published in Le Journal, five years ago he was able to telephone two miles without the aid of wires, using the earth as a conductor. A year later, he says, he communicated with Ajaccio, across the water from Toulon. Recently he spoke with a person standing thirty-five yards away, separated from him by four or five walls and many shrubs and trees.

It is still doubted by M. Maiche's colleagues, however, whether wireless telephony will soon be placed on the same footing as wireless telegraph.

## Some Progressive Makers of Automatic Specialties

Do you want more Profit?

Get **THE NICKLIN** The best  
Coin Operated Piano  
in the World

This is a First-class Upright Piano—Can also be played by hand in the usual way

Manufactured by

**Neola Piano & Player Company**  
General Offices, 201-203 East 49th Street, New York



Coin Operated Talking Machines  
Coin Operated Illustrated Song Machines  
Coin Operated Machines of all other types

**THE ROSENFELD MFG. CO.**  
591 HUDSON STREET, N. Y. CITY

**American Mutoscope & Biograph Co.**  
11 E. FOURTEENTH ST., NEW YORK  
**The Mutoscope** Oldest and Best Known  
Slot Machine

"The Backbone of the Automatic Parlor Business"  
Showing Moving Pictures in their Most Attractive Form

## THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.

Every Manufacturer in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the November list.



You wish to see  
a small investment  
grow into big money,  
do you not?



The Regal Player

Have you ever figured how much nickels that keep on growing amount to? Perhaps you have.

But do you know how easily people will put nickels into a slot to hear good music like that of the

Do you know, Mr. Talking Machine Dealer, that the Agency for the Regal will make you good money? You can easily handle Players with Talking Machines.

Arcades and places of public resort can be easily reached with the Regal.

Do you know the value of the Regal Agency to you?

Have you thought the subject over?

If not, it would pay you to think of it right now.

Many wise men are making money by having the REGAL AUTOMATIC PIANO to take in and bring in money for them every day. We believe if you knew how much profit there is in it you would want one, too.

## Regal Automatic Piano

and what a goodly sum those nickels amount to in a week? Perhaps you do.

But here's another point. It isn't only what the Regal Player *takes* in; but what it *brings* in—the extra nickels, dimes and dollars that people are sure to spend while they stay in the place to listen to the music. That's what counts.

### Genuine.

It is a genuine piano-player; gives the finest kind of music, loud or soft; every selection you want—popular or classic. Requires no attention; looks after itself, so to speak. Runs by pneumatic power, pumped by a small electric motor, which we supply to suit every kind of electric current.

**The Regal  
Piano and Player  
Company**

890 Southern Boulevard

NEW YORK, N. Y.

### The very best.

It is the most musical, simplest, strongest, longest-wearing, and in every way the most satisfactory and profitable instrument ever made for supplying music to the music-loving public.

And it is a beautiful ornament anywhere you put it, and it blends perfectly with the talking machine business.

Why not make some money out of it yourself by selling it?



raphy. In 1870 several of the columns marching to relieve Paris tried to communicate with the inhabitants by using the River Seine as a conductor. Many experiments have been made since then, but hitherto wireless telephony has never seemed to be practicable outside a laboratory.

### ARCADES PAY IN BUFFALO.

Main Street Quite a Centre for These Specialties.

(Special to The Talking Machine World.)

Buffalo, N. Y., Oct. 6, 1906.

Anyone who has doubts regarding the Arcade as a paying proposition should take a glance along Main street, Buffalo, N. Y. About every form of penny amusement device, nickelodeans, and automobile and railway tours are represented, and they are all doing business, too. In a single block, and on one side of the street only, there are five of these amusement parlors, and that average per block for a half mile is the rule. Not even New York's Great White Way can compare with it for cheap amusement features. In conversing with the proprietor of one of the arcades, he said: "Where, in a city like New York, the arcades are distributed in all sections of the city, in Buffalo they are to be found chiefly centered in one section, although a few are naturally distributed in various districts of the town. The result is that everyone has to be on the lookout for up-to-date novelties if he wants to keep pace with his neighbor, and consequently the followers of nickel and penny amusements in this city have the best of everything to choose from in their favorite fields." To the question as to whether all the places were paying, he said: "Well, I'm getting mine, and judging from the fact that five new arcades open for every one that discontinues, I guess my competitors are getting a little, too."

Truly a rich field for the exponent of arcade devices, and one to be kept in touch with.

Among the greatest money makers in the automatic field are the nickel-in-the-slot pianos.

## To Talking Machine Dealers

The MUSIC TRADE REVIEW is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise news, music publishers' department and talking machine trade. A special technical department is a regular weekly feature of the publication. A vast amount of valuable information is contained in each issue. The REVIEW has won higher honors at the great expositions than have ever been won by any other publication in the world.

Grand Prix at the Paris Exposition,	1900
Diploma at Pan-American Exposition,	1901
Silver Medal Charleston Exposition,	1902
Gold Medal St. Louis Exposition,	1904
Gold Medal Lewis-Clark Exposition,	1905

Subscription in United States, Canada and Mexico, \$2.00 for 52 weeks. All other countries, \$4.00.

We publish the Tuner's Guide also—a cloth-bound, illustrated work of over one hundred pages. Sent postpaid to any part of the world upon receipt of one dollar.

**EDWARD LYMAN BILL**  
Publisher. 1 Madison Ave., New York

### HERE AND THERE IN THE TRADE.

The Card Printer is the latest and one of the most interesting slot machines produced. The workmanship is of the best and it is built for hard knocks—to stand the severe work that is placed upon a slot device that gets the money. The machine case shows the mechanism and every movement made of the machine while the operator is setting up the type and the machine is feeding, cutting and printing the cards. A person placing one cent in this machine can print five calling or business cards or in fact any notice desired. The cost of material for cards shows a profit of 600 per cent. Talking machine men and others in this trade should not fail to write this department for further particulars concerning this wonderful device. It would be an ornament in any store and certainly gets the coin.

The Valiquet Novelty Co., of Newark, N. J., are certainly keeping things moving. The Picture-Phone and Disko-Phone machines have met with universal success, and is keeping their large plant at 50-58 Columbia street (one of the largest and best equipped in this trade) as busy as it can be. Another new machine may shortly be expected from their hands. "The Talking Fortune Teller" and the trade can feel assured that it will in every way live up to the high standard of perfection for which their other product is noted.

The American Mutoscope and Biograph Co., of this city, have just closed a contract with S. Lubin, of Philadelphia, Pa., whereby his entire catalogue of films is open for use of mutoscope customers. This is a very important move for operators as it will give them access to the finest list of prize fight films in the world, besides many other great attractions. The type E machine is being adopted universally on account of the many new and valuable improvements incorporated.

A big amusement enterprise is now on foot in Allentown, Pa. J. S. Turner, well known in this section, is said to be the leading light. Just what their plans are is not known, but rumor has it that they are preparing to go into the Arcade business on a large scale.

D. Callahan, the well-known Arcade man of San Francisco, whose place was completely demolished during the earthquake, is now rebuilding on Fillmore street.

### NEW YORK VITAK CO. EXPANSION.

On account of the enormous demand for their moving picture machine, the New York Vitak Co. have doubled their factory force, and opened their main offices at 26 Cortlandt street. They now feel that they are in position to handle their greatly increasing business and fill all orders promptly. The Vitak is certainly a wonder. The pictures thrown by this machine are lifelike and clear, with all absence of a flicker often found in the most expensive machines. Talking machine dealers are finding this machine a splendid seller.

### EXHIBITORS AT THE MUSIC SHOW.

The Regal Piano & Player Co., 890 Southern Boulevard, New York, were in evidence at the recent Music Trade Show at Madison Square Garden, with a very handsome exhibit of their various styles of automatic pianos, which were much admired.

Roth & Engelhardt also made a very handsome exhibition of their Peerless piano in skeleton, showing the working of the instrument in detail. It was specially lighted up at night, and it came in for no small share of appreciation on the part of visitors.

Rosenberg & Carr, formerly of San Francisco, have just opened a new parlor on Stone street, Williamsburg, N. Y. It is one of the finest in this locality.

The Douglas Phonograph Co., New York, who are exclusive agents in America, received a new sample lot of needles recently from the German manufacturers. They now carry 15 styles.

### PRICE REDUCED

## Burnt Leather POST CARDS

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered the Talking Machine trade. TRIAL ORDER.—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for \$3.10 cash. Retail everywhere at 10c. You make a clean profit of \$6.90.

## Risley-Bird Mfg. Co.

94 Fifth Avenue,  
New York.

## THE "PHONO TRADER AND RECORDER"

Editorial, Advertisement and Publishing Offices:—

1 & 2 WHITFIELD STREET, FINSBURY,  
LONDON, E. C., ENGLAND.

The "Phono Trader and Recorder" is published exclusively in the interest of the Talking Machine and Allied Trades. It contains usually from 70 to 80 pages of valuable and interesting matter, comprising list of all records issued monthly by the leading companies, minute descriptions (with drawings) of new patents, together with various special articles, interviews, etc., and items of news from all quarters relating to the Phono industry. Printed on art paper, and splendidly and profusely illustrated.

Annual subscription, post free, three shillings, which includes also the "Pick of the Basket" supplement of Record Reviews, a copy of which is inserted in the "Phono Trader."

We shall be glad to supply a specimen copy.



Largest and  
Oldest

Talking  
Machine  
Journal

in Europe

SAMPLE COPY FREE

SEVENTH YEAR  
PUBLISHED WEEKLY

Subscription: per annum 8 Mark

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BERLIN W. 30

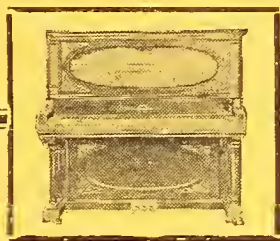
**John Bull's Message to Uncle Sam**  
**GOOD LUCK TO YOU, BOYS!**

I want to call your attention to "THE TALKING MACHINE NEWS," which circulates throughout the whole of the British Islands, and goes all over the world besides. Contains all about everything relating to talking machines, and is invaluable to manufacturer, jobber and dealer alike. "The Talking Machine News" is published on the 1st and 15th of each month during January, February, March, October, November and December, and on the first of each month during April, May, June, July and September. Annual subscription, one dollar and ten cents. Specimen copy free on request.

**The Publisher,**

1 Mitre Court, Fleet Street, LONDON, ENGLAND, E. C.





## DO YOU KNOW

the value of a good Automatic Coin-Operated Piano? Some know, some think they know, some don't know and doubtless some don't care to know.

# THE PEERLESS

as everyone should know is the original and the most successful coin-operated piano, built by practical piano action makers, whose life study is care in detail and nicety in workmanship.

SOME TERRITORY STILL OPEN

Our new illustrated catalogue "EASY MONEY" now ready

## HIGHEST AWARDS—GOLD MEDALS

Buffalo, 1901

St. Louis, 1904

Portland, 1905

## ROTH & ENGELHARDT

(PROPS.)

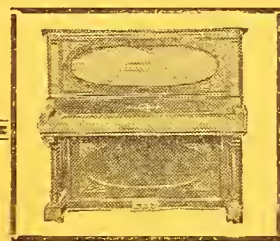
PEERLESS PIANO PLAYER COMPANY

Windsor Arcade

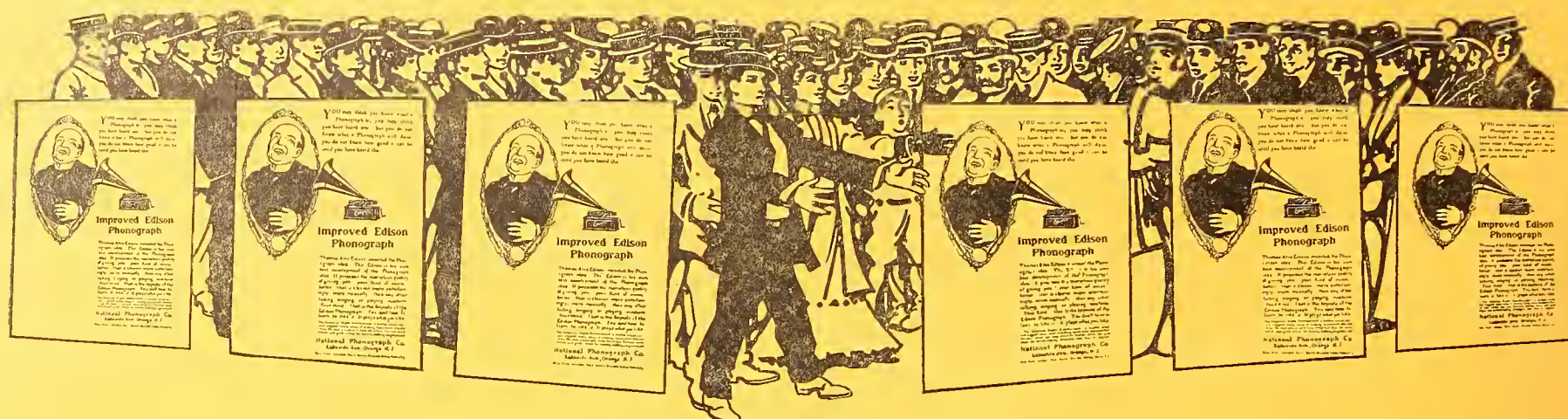
Fifth Avenue

New York

Factories at St. Johnsville, N. Y.







## The Edison Advertising Focuses The Phonograph Buying Crowd Upon The Edison Store

It is not enough that with the help of Mr. Edison himself we make the best Phonograph that can be constructed.

It is not enough that you know that that is the best Phonograph.

It is necessary that the user, the Phonograph buyer, should know. Therefore we advertise so that the users, the people who buy Phonographs, your customers, will be able to discriminate.

That is what our advertising is for. You get the benefit if you want it.

The Edison trade will go by your store if you do not encourage it to come in. If yours is an Edison store then all the Edison advertising is focused on your store.



### National Phonograph Co.

67 Lakeside Avenue  
ORANGE, N. J.

31 Union Square  
NEW YORK



# The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, November 15, 1906

## Certificate of Award

1876

INTERNATIONAL EXHIBITION, U. S. CEN-  
TENNIAL COMMISSION

ESTABLISHED 1867



## Certificate of Award

1905

UNIVERSAL EXPOSITION, ST. LOUIS, MO.

### "BAKED-ON"



THE TEA TRAY COMPANY of NEWARK, N. J., desires to interest its patrons and increase its already extensive business in all departments. To this end we invite you when in our vicinity to call and inspect our factory, covering several acres of ground in one of the largest manufacturing cities in the world, Newark, N. J. We began in a small way to manufacture Horns and other articles for Talking Machines, and were the first in the field in this particular branch of our business. The very great variety of standard articles that are now accepted and sold all over the world is a proof of our ability to originate and invent salable goods. The benefit of our work, we are assured, has greatly helped all users of Talking Machines, and has added to the profit of the purchasers. This is gratifying to us and has added greatly to our success, and encouraged us to continue our effort to constantly improve our very large and up-to-date manufacturing interest. We will soon place on the market other new and useful articles, and are making some improvements in those already so well known. We are sure that you will find it to your advantage and profit to carry our line of goods. Our prices are always carefully made and are in accord with the untiring effort to keep up and, if possible, improve the high standard of our goods.

A new catalogue is now in the hands of our printers, which will show some of the new patented designs that are certain to prove attractive and salable. Our object is to give these new articles to you, so that your salesmen may have something new to show their customers, and by this method increase your business among your own trade; as these new articles have considerable merit, we are confident that they will meet with success.

If you are interested kindly notify us, so that your name will be listed in our sales department and receive early attention that we may give you valuable information.

Our product is sold exclusively to the jobbing trade, and we refer all dealers to their jobber. Any dealer who is unable to obtain our goods from his regular jobber upon request will be referred to another in his territory who can supply him, or we will be glad to take up the subject direct with his regular jobber, as we are sure that we can convince him of the quality of our goods and the demand of the dealers for the same.

Yours with respect,

THE TEA TRAY COMPANY OF NEWARK, N. J.

November 10, 1906.



"BAKED-ON"

*Albert S. Marten*



# OUR MAIL BAG

for many years has brought out the fact beyond the question of a doubt that our friends and customers want us to put on the market

## A TALKING MACHINE. WE HAVE DECIDED TO DO SO

and now present for your consideration a machine with a new and improved method—a decided advance over all other known machines. It has been designed so that it will prolong the record life by sustaining with its own mechanism the weight of the diaphragm and arm: a mechanical feed device beautiful in its simplicity, ingenious, new, practical, feeds the arm across the record, and being absolutely independent thereof, all the record has to do is to play, sing, in a word *breathe* music: we have relieved the record of its hard work.

**It is no longer a common carrier of diaphragm and machine parts.**

## THE WORK OF THE CRANE


is done in this invention by other means.

It is self evident that this "record relief" enhances the durability of the record and improves its musical possibilities.

Requests for further information will receive prompt attention by the undersigned.

## IMPERIAL RECORDS A WORD OR TWO ABOUT RECORDS

The above announcement *in re* machines may be a little raw in style—we are new in machine talks—but when it comes to records, we warm right up to the subject. **In records you get us where we live.**

 **To All and Sundry: Lovers of Music, YOU** know the **IMPERIAL**—the brilliant musical disc that has delighted and entertained millions of people at home and abroad.

The name **Imperial** stamped on a record is merit enough for **YOU**.

**BUT** to those who have not yet heard this disc (there *must* be **some** people **SOMEWHERE** who have not), you should buy them.

### REASONS TWO among many

*First:* the beauty of the Imperial is in its sweetness of tone, and in natural reproduction.

*Second:* the lasting quality of the Imperial lies in the fact that it is made of the best material—the Imperial can be played many times, yes many, many times without deterioration—we prove this every day. **So can You.**

**"L. & C. Needles," too—BEST**

# LEEDS & CATLIN CO.

53 East 11th Street

NEW YORK

LEEDS & CATLIN CO.  
53 East 11th Street, New York  
Get off and mail to  
Send me details of your talking machine.  
Name  
Address



# The Talking Machine World

Vol. 2. No. 11.

New York, November 15, 1906.

Price Ten Cents

## GOODWIN WAXES REMINISCENT.

The Manager of Lyon & Healy's Talking Machine Department Chats of His Early Days in the Business and the Development of the Talking Machine and Concomitant Branches.

(Special to The Talking Machine World.)  
World Office, 195 Wabash avenue,  
Chicago, Ill., Nov. 10, 1906.

C. E. Goodwin, manager of the talking machine department at Lyon & Healy's, is a very busy man. He seldom has time to do more than fire the trade news of the day at you in crisp, short sentences. Consequently, when I struck him with a few minutes at his disposal and inclined to wax reminiscent, I made the most of my opportunity.

"The development of the talking machine industry in any large sense has really taken place in the last decade," remarked Mr. Goodwin. "Therefore, when I tell you that I got into the business in 1894, you can see that I can be ranked in the pioneer class so far as the selling end is concerned.

"I made my debut as a salesman for the Washington (D. C.) branch of the Columbia Phonograph Co. I still experience a job lot of thrills when I call to mind my first sale. The machine was one of the first Baby Grand graphophones put out by the Columbia people. It was a comparatively crude affair, with a small clock-work motor. You listened to the cylinder record through hearing tubes, and the price was \$100. It didn't run as well as the \$7.50 type of to-day. The purchaser, Rev. Alexander Mackay Smith, was not gifted with prophetic powers, however, and he was pleased beyond measure with his acquisition. He no doubt used it to the intense delight of his parishioners. Whether the additional popularity thus won had anything to do with it I cannot say, but the fact remains that the good man to-day occupies the important position of bishop coadjutor of the Episcopal diocese of Pennsylvania.

"I continued selling talkers in the Capitol City until 1897, when I went on the road for the Columbia's New York office under the direction of the late Merwin E. Lyle, one of the finest characters the talking machine business has ever known.

"My first road experience was really something terrific. Dealers were just beginning to take up the talking machine proposition, and traveling salesmen combined retailing with wholesaling on their journeys. I started in at Lowell and hustled for a week without making a sale of any kind. Late Saturday afternoon, however, I struck a Catholic priest, who showed some slight evidences of interest. I was desperate, and would not let him go. I sold him, but only by sacrificing my commission.

"Nowadays, when I feel like going after a new dealer with a sharp stick for cutting prices to make his first sale, I think of my own eagerness and what I did on that gloomy Saturday afternoon. I have since learned that it isn't 'a shame to take the money.'

"I am willing to take oath to the effect that more rain fell in the next fifteen days than has ever been known since. When I struck Lawrence I called on Lord & Co. One of the firm actually gave me the laugh when I mentioned my line. 'Couldn't sell a machine a year,' he said. 'We've got one under the counter that's dusty and out of order, and there's a restaurant keeper down the street who has a fine one he would sell you cheap.' Well, Lord & Co. have sold hundreds of machines since then, and I doubt if they are any prouder of the encouragement they gave me that day than I am of having sacrificed my commission to the priest at Lowell. I pegged on for another week without a sale, but in the meantime got a valuable clue from a druggist who had a

slot machine which was paying him 20 per cent. a month on his investment. Finally a clerk in a music store told me that the engineer of the electric railway power plant wanted to buy a talking machine. With a new light gleaming in my eyes I hurried to a car. At the power house I was met by a grimy individual who told me that Mr. McGinnis had just gone home. I had to walk a mile and climb a hill in the hot sun to find the house. When I got there I was met by a bulldog big enough to make a double Uncle Tom show take to its heels. McGinnis' wife made her appearance just in time to save me from total destruction. She gave me the information that her husband was not at home, and 'wouldn't be after buying any foolishness if he was.'

"I simply staggered from that door with my heavy outfit. On my way to the car line I



C. E. GOODWIN, OF LYON & HEALY, CHICAGO.

stopped at a drug store and gasped an order for vichy and ammonia. The druggist was eying my machine case and asked me what my line was. In 30 minutes I had taken his order for a \$60 slot machine, using for the first time my interest argument, and went back to the hotel a new man. For the next three or four months I averaged a machine a day. Then that fall the dealers began to sit up and take notice, and talkers began to come in extensively as a home proposition."

Mr. Goodwin traveled out of New York for a couple of years, and in 1899 came to Chicago to represent the Chicago branch of the Columbia Co., then under the management of George W. Lyle. One day he dropped into Lyon & Healy's to buy a carrying case for his sample horn. He got into conversation with C. N. Post, who was not very strongly disposed toward talking machines. This chat was followed by others, however, and the end of it was that Lyon & Healy established a talking machine department with Mr. Goodwin as manager. The rest of the story is quickly told. It can be summed up in the statement that the business of the department has grown from \$700 a month to half a million dollars a year in seven years.

The Schmelzer Arms Co., Kansas City, Mo., have sent out some very attractive circulars to the prominent people of that city, calling attention to their new concert rooms. Under the management of A. A. Trostle, this concern has built up a very satisfactory business at 710-720 Main street, with the Edison and Victor lines. They have three beautiful demonstrating rooms.

## "TALKER" INSTEAD OF ORCHESTRA.

A Happening in Connecticut Which Demonstrates the Musical Value of the Talking Machine—How Dealers Can Make Money.

An unique method of employing a talking machine in the place of an orchestra, was recently devised by a Connecticut man, which might prove a valuable idea to dealers in pushing the sale of their machines. The gentleman in question had invited a number of friends for a week-end party, and planned an elaborate dinner. An orchestra was engaged, but at the last minute failed to put in an appearance. One of his guests, who was the owner of a talking machine, suggested that they go to the nearest dealer and purchase one with an ample supply of grand opera records. In less than an hour a machine with a half hundred records was at the house, and placed in the musician's stand. As this had been banked with flowers so that the performers would be out of sight, the talking machine was hidden from view. It was in charge of the dealer, who was to manipulate it during the evening, and when the guests in the drawing room heard the opening strains of Strauss' "Invitation to the Waltz," they thought the orchestra had put in a tardy appearance. When they reached the dining room and learned the truth, they were both surprised and delighted, saying that it was the first time that they had ever listened to such a galaxy of vocal and instrumental stars at a banquet, and pronouncing it far better than an orchestra.

The dealer says he is looking for further engagements along the same line, and is going to notify the public that for a reasonable sum he will supply a complete outfit and his services for any occasion, believing it will be the means of making money and many sales. In the case above mentioned the orchestra would have cost considerably more than was paid for the talking machine records.

## TALKING MACHINES IN CANADA.

Discussion as to Which Firm First Handled Talking Machines as a Regular Line.

As the result of a recent argument in Canadian trade circles regarding the first concern to handle talking machines in the Dominion, that is, as a regular line, it would seem that the Nordheimer Piano & Music Co. have this distinction. The first order was placed with the National Gram-o-phone Co. for a number of Berliner machines, which line is still handled by the Nordheimer house. The first machine, a hand-power affair, submitted to the house was rejected, and it was not until the year following that a motor-operated machine was offered and was accepted.

At the present time the Nordheimer Piano & Music Co. are regular distributors for the Berliner and Victor lines.

## OLD PROVERBS RE-SET.

A dollar in the till is better than a dollar and a quarter in the hands of an uncertain debtor.

Honesty is the best policy, but with a good insurance policy on his store, the talking machine man can sleep sounder nights.

The ant may be all right for the sluggard, but the advertising man is better for the talking machine dealer who would succeed.

It is a long loan that has no returning. Keep your collections as close as possible.

The pitcher that goes often to the well is broken. So is a creditor who trusts too much.

A fool and his money are soon parted. This means that you must never let a smart traveling salesman load you with more goods than you want.



# Artistic Flower Horns

**A**SK your jobber if he carries them, if not write us, we will advise you of a jobber in your locality who does.

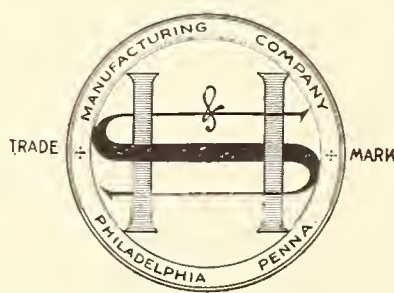
Remember "ARTISTIC FLOWER HORNS" are only made by us. They are the handsomest and most attractive line on the market to-day.

They are not cheap or gaudy looking.

They are made on the most approved acoustic lines.

They command their value everywhere.

Look for  
This Trade-Mark



It is a  
Guarantee of Quality

Hawthorne & Sheble Mfg. Co.  
PHILADELPHIA, PA.



## EDUCATES THE PEOPLE.

A Missouri Editor Who Appreciates the Value of the Talking Machine.

A good deal of trash has been published editorially by the daily papers throughout the country regarding the Sousa article on "Canned Music," in which he pictured the evils of the talking machine as a deterrent to real musical progress. The writers of these articles evidently have never heard the perfected talking machine of to-day, nor have they heard the wonderful records which are now being made in which the human voice is reproduced with that nuance and quality which is almost lifelike.

Apparently these editorial writers have never investigated, but consider there is a great phonographic peril because Bandmaster Sousa says so, and yet Sousa was glad to use this machine as a means of popularizing his music at one time, and assumes the present attitude from a purely selfish viewpoint. There are some exceptions, however, in the matter of the daily papers, and the following editorial in the St. Joseph, Mo., News and Press, was written by a broad-minded man, who at least is willing to see the other side:

"So far from being a menace, it has done a great deal of good in the way of educating the people to appreciate music. There are many people who cannot afford to attend grand opera who have yet enjoyed the work of the greatest opera singers through this invention of Mr. Edison. They have also had an opportunity to listen to the imposing strains of Sousa's band and become familiar with instrumental music. Then, there are the families who cannot afford a piano. For them the phonograph is a means of innocent diversion. It is true that there is a great deal of trashy music extant which is frequently heard emanating from the funnel of the talking machine, but because one man prefers "Waiting at the Church" is no reason why another may not enjoy "Tannhauser." To a certain extent the good or evil that a phonograph may do rests with the man who owns and operates it. He has the opportunity to familiarize himself with classical music, and if he does not choose to do so it cannot be helped. At any rate, it is no worse than hearing him torture a mouth-organ with "Suwanee River" or wring the wailing strain of "After the Ball" from an overworked accordeon."

## WHITNEY-CURRIER CO. CONCERTS.

(Special to The Talking Machine World.)

Toledo, O., Nov. 8, 1906.

Upon the completion of their new talking machine parlors, which were recently refitted and

newly equipped, the Whitney-Currier Co. gave a series of free afternoon talking machine concerts extending throughout the entire week, and which were attended by large crowds. The concerts were offered in the nature of a house warming and were highly successful in calling the attention of the Toledo public to the firm's exceptional facilities for filling their wants in talking machines, records and supplies expeditiously and satisfactorily.

## HER VOICE PHOTOGRAPHED.

Miss Hattie Williams, the Well Known Singer of "Experience" Has Made a Number of Records Which Have Been Sent by Charles Frohman to London for the Benefit of Miss Edna May—Value of Talker in This Role.

Charles Frohman intends to have Miss Edna May sing "My Irish Rosie" in London, and has sent a "record" of Miss Hattie Williams' rendition of the song as a model for Miss May. That's why Miss Williams went down the other day to have her voice photographed by the record-making people.

When she faced this new orchestra, arranged on wooden benches, like the audience at a country circus, the singer of "Experience" grew a little nervous. She remembered that they had played recently for grand opera artists.

"We'll leave out the brass the first time," said the conductor to his men.

"No; don't do that!" protested Miss Williams. "I feel as if I hadn't any brass."

But she faced the tin cornucopia as bravely as if she were not afraid it would explode, while the orchestra faced a larger receiver near her. At the end of three bars there was a sudden stop.

"Hermann," said the conductor, "you left out three notes there!"

Hermann emerged from the three-ply coil of brass pipes which encircled his neck, and into which he had been puffing, and indignantly produced his score to show that he was innocent. The three notes were inserted. The song was then sung through without further interruption. After it was finished the record was played over. Miss Williams listened to her voice in miniature.

"It's very much like the effect you get from watching the stage through reversed opera glasses," she said.

Then she turned to read over the score of Gilea's "Adriana Lecouvreur," which Mme. Homer had been singing into the records. "I'm glad it's over!" she said.

"It's just begun," said the musical director. "We'd like to have three more records, and select the best."

So Miss Williams did it all over again several times, observing certain changes in tempo and

dynamics to get all the material in the record. And she tried hard not to look at the queer instruments, lest they should queer her singing.

"A violin with the sounding board cut away and a small tin horn in its place is uncanny," said Miss Williams. "Everything here has horns, and they look like the——"

But the orchestra struck up and drowned the last word. When it was all over, Alf. Hayman, who had arranged the matter for Mr. Frohman, took Miss Williams down to her cab.

All the members of the orchestra followed Miss Williams out and started off for Philadelphia. And Herman, he of the three missing notes, looked after Miss Williams' cab.

"I tell you what," he said, "I like those chest voices. She made a better record than Mme. Rappold or Herr Knoté."

And nobody denied the statement.

## NOW SALES MANAGER FOR "3 IN ONE."

Charles E. Hunt, who for several years has been circulating among the jobbers of the country in the interests of the famous "3 in 1," has been appointed sales manager of the G. W. Cole Co., the manufacturers of "3 in 1."

Mr. Hunt's appointment as sales manager is a deserved recognition of his abilities and energies. Jobbers and dealers from Maine to Mexico know the genial Mr. "Oilright" Hunt. Even Canada has been covered by Mr. Hunt, so in assuming direction of "3 in 1" sales all over the "3 in 1" business is marvelous to even those in charge of its development. The demand for and the consumption of this oil spreads so rapidly that the "3 in 1" factory is taxed to keep up with the demand and enough surplus stock on hand to ship without delay. Up to date, however, the factory has been able to ship any reasonable quantities on even telegraphic instructions, and with the new additions and improvements now under way expect to keep apace of even Mr. Hunt's most sanguine expectations.

## PHONOGRAPH AIDS SPIRITUALISTS.

"How is the soul of a trance medium possessed of its body?" was the question which came up before the convention of the National Spiritualists' Association, which was held in the Y. M. C. A. auditorium, 153 LaSalle street, Chicago, Ill., week before last, when, for the first time in the history of the movement, a phonograph was used in the tests. According to the plan of operation all of the words supposed to be spoken by mediums and clairvoyants while they are under the control of spirits were recorded on phonographic records, and the instruments later repeated the sentences to the mediums after they were released from the spell.

# VICTOR SERVICE

## WHY WE CAN GIVE YOU THE BEST

We are the only Victor distributors in the East who devote an entire store to the Victor line. We have the space and facilities for carrying at all times as large and complete a stock of Victor machines and records as that carried by the factory.

We can guarantee to ship all orders the day they are received. Our shipping department is located in the very heart of the wholesale district of Boston with its numerous daily express collections covering every point in the United States; it employs a large and efficient force who give their entire time and attention to the filling of Victor orders.

We place all records in separate envelopes immediately upon receipt from the factory and deliver them in the same envelopes. Thus the retailer receives his records in the best shape to handle and in as perfect condition as when shipped from the factory.

## JOBBER and DEALERS in Disc Records

## DO YOU USE ENVELOPES?

Our envelopes are used by 75 per cent. of the largest jobbers.

Their superiority is proved by the numbers of duplicate orders we receive.

Ten different styles and sizes. Samples and prices on application.

# M. STEINERT & SONS COMPANY

DISTRIBUTORS OF

VICTOR TALKING MACHINES—VICTROLAS, AUXETOPHONES, HERZOG FAMOUS DISC CABINETS

35-37 Arch Street

BOSTON, MASS.



## THE QUAKER CITY NEWS BUDGET.

Reasons Why October Business Was Backward—Jobbers Rushed, However, and Can't Get Stock Enough—Great Activity at Victor Plant—Penn Co. Bring Suit for Violation of Contract—Jobbers Say Development of Business Will be Great Along Commercial and Public Amusement Lines—Musical Echo Expansion—Snellenberg Opens Regular Department—Opera Records in Great Demand—The World Visits the Principal Dealers.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 8, 1906.

October business was more or less backward, retail dealers say; but they add that the past two weeks has seen a change for the better. Disagreeable weather, the election campaign and minor reasons were given to explain why trade was quiet during a part of October. Retailers seemed agreed that business was behind that of a year ago at a similar period. "I can't understand it," commented one dealer. "Everybody is working and trade generally seems very good."

The jobbers and wholesalers tell a different story. Almost all of them report October business to have been very good, and so far November trade is also brisk. The usual complaint, inability to get talking machines and records from manufacturers, is heard, and doubtless trade would be far more active in jobbing circles if jobbers could get goods with which to fill orders.

Inability to secure records and supplies so worked upon one jobber that he went into a poetic trance and sent the following effusion to one of the manufacturers:

"Everybody works but the factory,  
And they sit around all day,  
Always writing letters,  
'Expect to ship next day';  
Customers keep on calling,  
New stories we must tell;  
Everybody works at the factory,  
Yes, they do, like ———!"

The familiar story, "rushed night and day," quite aptly describes conditions at the plant of the Victor Talking Machine Co., Camden, N. J. All hands continue very busy and, so far as the company, with present facilities, can fill orders, it is doing so. Manufacturing facilities are being steadily enlarged, new buildings are being erected, and vigorous efforts are being made to meet the demands of the trade; which is all any one can do, it should be added.

The concrete pavements adjoining the Victor Co.'s plant on Cooper street have been finished, the grass plots are enclosed with neat iron fences, and the whole premises now look enticing and attractive. Work on the new office and laboratory building, opposite the main plant, was started the latter part of October, and already good headway has been made. Secretary A. C. Middleton, of the company, has abiding faith in reinforced concrete construction, and the "unit" system is being used in both the office building referred to and the new warehouse addition at Front and Linden streets.

At almost every place visited by The World's correspondent good words were spoken by jobbers and dealers of the horns and supplies made by the Hawthorne & Sheble Co., of this city. The horns are popular with the public and give the utmost satisfaction.

At the North Eastern Phonograph Co.'s store, Manager Silverman stated that business was improving. "We sold, we believe, the first Victor Victrola," said Mr. Silverman, "and could no doubt sell others if we could get them." The company have added to their stock of Zonophone, Victor and Edison records and machines, and are well prepared to meet fall and holiday demands.

Cheap talking machines are being used as premium gifts by a local spice and flavoring house. As the cheap instruments almost always lead the owners to purchase good talking machines, the work being done by the spice house is to be commended.

A. B. Butcher, retailer of talking machines, Broadway and Spruce street, Camden, N. J., visited New York the past month. He was accompanied by Mrs. Butcher, and they visited the Edison plant at Orange, N. J., and were shown

through the entire works. Mr. Butcher, while in New York, ordered a full line of machines and records for winter trade. He is vigorously pushing sales and building up a solid business.

Said David Keen, of the Keen Co., 132 North Eighth street: "Business is improving. We have just added a line of Columbia records; we carried a fair-sized stock, but have now enlarged it. Trade has been rather quiet, but is becoming better every day."

The amusement parlor at Ninth and Market streets is being altered and remodeled at a cost of \$4,000.

Dawson & Adams are having the building at 2618 Germantown avenue altered into an amusement parlor and will install slot machines, phonographs, etc.

The Penny Arcade at 127 North Eighth street, recently opened, has made a number of improvements and added additional phonographs and slot devices.

"Business is fair," reported the manager of the Eastern Phonograph Co., 143 N. Eighth street, owned by Futernik & Silverman. "We have put in a complete line of Victor talking machines and records. I look to see a good holiday trade—in fact, it ought to be a booming year."

The Keystone Phonograph and Camera Co., 148 North Eighth street, make a feature of handsome and attractive show window displays, and their present exhibit is very creditable. "Business is pretty fair," said Mr. Abrahams, "but it is not up to the same period a year ago." The company have added a line of Weymann musical instruments to their business, and will also handle pianos. A large stock of sheet music is also carried.

In the local courts the past month the Penn Phonograph Co. instituted suit against Ruane & Bayley as a firm, and John F. Ruane individually, for alleged violation of contract. Ruane & Bayley dissolved partnership about two months ago, and both now conduct retail talking machine stores.

Said a jobber: "Between you, me and the lamp post, do you know that I believe the talking machine business has about struck its level in Philadelphia? There's just about so much business to be done, you know, and it seems to me there are now enough jobbers and dealers to take care of it. Maybe there's too many, and if so it accounts for some of the quiet business stories you hear."

Said Benjamin Futernik, of the Philadelphia Phonograph Co., 156 North Eighth street: "We confine our business strictly to talking machine lines. Trade is going along all right, and we expect a good fall and holiday trade." Benj. Futernik is a pioneer in the business, being one of the first merchants who opened talking machine stores on Eighth street. "I suppose we made so much money when we first opened," remarked Mr. Futernik, "that others concluded it was a good field. Well, there's room for all, I guess, even if all of us do not acquire millions." The Philadelphia Co. carry complete lines of Victor, Edison and Columbia goods.

In a trade chat, one of the large jobbers made a few points as follows: "It seems to me that talking machine trade from now on will develop quite strongly along two lines—commercial and public amusement. The household trade ought to increase, of course. While not wanting to criticize the record manufacturers, it seems to me they should bring out less new pieces and go heavy on stock numbers for a while, in order to fill the demand. Dealers who sell on the installment plan at cash prices forget they are getting nothing for their tied-up money. A needleless talking machine would be a great comfort.

Daily experience proves that talking machines lead people to higher musical tastes and stimulates sales of many other musical instruments."

Getting inspiration from a street organ grinder, two Philadelphia lads mounted their "talker" on an express wagon, took to the street and were gathering in many pennies until a non-sympathetic policeman demanded their license. Will street talking machines join the piano and organ caravan?

"Boss!" said a colored man to one of the Musical Echo Co.'s sales clerks, "hav' ya got a record wid de 'de'd ma'ch ob Saul' on it?" "Yes, we have one." "Well, I wants hit. Dar's gwine for to be use foh hit if Sam Johnson doesn't quit foolin' wid my 'Liza!' And he paid for the record and disappeared.

"Our October business," reported the Wells Phonograph Co., jobbers, "was the best October business we have had since entering business. The outlook for trade is very good. We are featuring Tea Tray and H. & S. horns. The Searchlight horns are selling well. We have a very fine line of disc and cylinder record cabinets which we are exploiting carefully. Edison business, in particular, has been exceptionally big."

At H. A. Weymann & Son's, 923 Market street, Mr. Weymann said: "We have had very good business in our talking machine department, due to the fact that having the goods we have been enabled to fill orders and satisfy all demands. We have found that to get business we must have the goods on hand. Where formerly we lacked room we now have it and carry a large and complete stock of Edison and Victor goods." Mr. Weymann said trade in pianos, musical instruments, sheet music, etc., was also very satisfactory.

"Business has been improving and is better than it was," reported the Lewis Talking Machine Co., South Ninth street. "We have had good success in selling Petmecky needles—so much so that we had to take them from our display window. The outlook for business is promising, and beyond this there is little news to report."

"Business is gradually picking up," reported the Penn Phonograph Co., South Ninth street. "We now have the largest stock we ever carried; as you see we have carpenters at work on additional record racks. We occupy two large storerooms, basements, etc., and are in excellent shape to meet all trade demands." Salesman Wilson, of the Edison Co.'s forces, was a recent visitor.

At the main local office of the Columbia Phonograph Co. it was stated that business is going along in a steady, satisfactory way. The company's several retail branch stores in this city are putting out many machines and records, and the same thing is being done by the Camden, N. J., and Easton, Pa., branches.

Harry A. Matthews, C. C. Hildinger and Chas. W. Klag, of Trenton, N. J., have organized the Dream Amusement Co., and will operate an amusement parlor equipped with motion pictures, etc.

Said H. B. Rouillot, manager of the talking machine and piano player department of James Bellak's Sons: "We are doing very nicely, all things considered; of course, there's considerable competition to be met, but we are getting our share of trade." The Hardman and Harrington autotones and Hardman piano player are exploited, as well as music rolls for all players.

Said Manager Marschalk, of the Musical Echo Co., Chestnut street: "Trade with us is limited to our ability to get in goods. There's no trouble in selling—it is getting what we want that bothers us." An unusually large order was recently placed by the company with the Victor Co. The Musical Echo Co. have supplied Snellenberg's phonograph department with Victor goods. They have also supplied the wants of Fred W. Lindig, a retailer, at Louisburg, Pa. The concerts given in the company's concert hall continue to attract pleased audiences.

Inquiry shows that there has been a good demand for the Victor Co.'s records of Verdi's "Il Trovatore." One dealer alone has taken orders





## You don't get the full benefit

of our magazine advertising if you don't follow it up. You miss an opportunity that is full of profit.

After we get the business started it requires only half an effort on your part to reap the benefit. Why don't you do it?

You know what a force magazine advertising is in getting people interested and stirring up trade.

## Victor Talking Machines and Records

are advertised every month to more than half the population of the United States; the magazines containing our advertising go to 49,000,000 readers monthly.

One-half the people in your neighborhood are interested in the *Victor*! There's business for you. But do these people know that you sell the *Victor* and are willing to play it for them at any time?

Tell them through local newspaper advertising, circular work, etc. The money you put into it is well invested and gives you the accumulative value that comes in connection with our magazine advertising,

## Victor Talking Machine Company

Camden, N. J.

**P. S.**—One of the most valuable "hints" to a keen dealer is: Place standing monthly orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them.) Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor Distributors as follows:

Albany, N. Y.....Price Phonograph Co.	Memphis, Tenn.....O. K. Houck Piano Co.	Rochester, N. Y.....The Talking Machine Co.
Altoona, Pa.....W. H. & L. C. Wolfe.	E. E. Forbes Piano Co.	Rock Island, Ill.....Totten's Music House.
Atlanta, Ga.....Alexander-Elyea Co.	Milwaukee, Wis.....McGreal Bros.	San Antonio, Tex....Thos. Goggan & Bro.
Phillips & Crew Co.	Minneapolis, Minn...Minnesota Phonograph Co.	San Francisco, Cal...Sherman, Clay & Co.
Baltimore, Md.....Cohen & Hughes.	Mobile, Ala.....Wm. H. Reynolds.	Salt Lake City, Utah..Carstensen & Anson Music Co.
E. F. Droop & Sons Co.	Montreal, Canada....Berliner Gramophone Co., Ltd.	Savannah, Ga.....Youmans & Leete.
H. R. Eisenbrandt Sons.	Moorhead, Minn.....H. Backenheimer.	Seattle, Wash.....Sherman, Clay & Co.
Wm. McCallister.	Nashville, Tenn.....O. K. Houck Piano Co.	Sioux Falls, S. D.....Sioux Falls Talking Mach. Exchange.
Birmingham, Ala....E. E. Forbes Piano Co.	Newark, O.....Ball-Fintze Co.	Spokane, Wash.....Eiler's Piano House.
Boston, Mass.....Oliver Ditson Co.	New Haven, Conn....Henry Horton.	St. Louis, Mo.....O. K. Houck Piano Co.
Eastern Talking Machine Co.	New Orleans, La.....Nat'l Auto. Fire Alarm Co.	Koerher-Brenner Music Co.
M. Steinert & Sons Co.	Philip Werlein, Ltd.	St. Louis Talking Machine Co.
Bridgeport, Conn....F. E. Beach Co.	New York, N. Y.....Bettini Phonograph Co., Ltd.	St. Paul, Minn.....W. J. Dyer & Bro.
Brooklyn, N. Y.....American Talking Machine Co.	Blackman Talking Machine Co.	Koehler & Hinrichs.
Buffalo, N. Y.....Robt. L. Loud.	Sol. Bloom.	Syracuse, N. Y.....W. D. Andrews.
Canton, O.....The Klein & Heffelman Co.	C. Bruno & Son.	Toledo, O.....The Hayes Music Co.
Charlotte, N. C.....Stone & Barringer Co.	I. Davega, Jr.	A. J. Rummel Arms Co.
Chicago, Ill.....Lyon & Healy.	S. B. Davega.	Whitney & Currier Co.
The Talking Machine Co.	The Jacot Music Box Co.	Washington, D. C....John F. Ellis & Co.
The Rudolph Wurlitzer Co.	Landay Brothers.	S. Kann & Sons Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.	Stanley & Pearsall.	
Cleveland, O.....W. H. Buescher & Sons.	Benj. Switky.	
Collister & Sayle.	The Victor Distributing & Export Co.	
The May Company.	The Regina Co.	
Eclipse Musical Co.	Omaha, Neb.....Piano Player Co.	
Columbus, O.....The Perry B. Whitsit Co.	A. Hospe Co.	
Dallas, Tex.....Thos. Goggan & Bro.	Nebraska Cycle Co.	
Dayton, O.....The Fetterly Piano Mfg. Co.	Peoria Ill.....Chas. C. Adams & Co.	
Denver, Colo.....Knight-Campbell Music Co.	Philadelphia, Pa....C. J. Heppe & Son.	
Des Moines, Iowa....Edward H. Jones & Son.	Musical Echo Company.	
Detroit, Mich.....Grinnell Bros.	Penn Phonograph Co., Inc.	
Dubuque, Iowa.....Harger & Blish.	Wells Phonograph Co.	
Duluth, Minn.....French & Bassett.	Western Talking Machine Co.	
El Paso, Texas.....W. G. Walz Co.	H. A. Weymann & Son.	
Galveston, Tex.....Thos. Goggan & Bro.	Pittsburg, Pa.....Theo. F. Bentel Co.	
Grand Rapids, Mich..J. A. J. Friedrichs.	Pittsburg Phonograph Co.	
Harrisburg, Pa.....S. A. Floyd.	Powers & Henry.	
Honolulu, T. H.....Bergstrom Music Co.	Standard Talking Machine Co.	
Indianapolis, Ind....Carlin & Lenox.	Portland, Me.....Cressey & Allen.	
C. Koehring & Bro.	Portland Talking Machine Co.	
Jacksonville, Fla....Metropolitan Talking Machine Co.	Portland, Ore.....Sherman, Clay & Co.	
Kansas City, Mo.....J. W. Jenkins Sons Music Co.	Providence, R. I.....J. Samuels & Bro.	
J. F. Schmelzer Sons Arms Co.	Rahway, N. J.....Regina Company.	
Little Rock, Ark.....O. K. Houck Piano Co.	Richmond, Va.....The Cable Co.	
Los Angeles, Cal....Sherman, Clay & Co.	W. D. Moses & Co.	

**FILL OUT**  
**CUT OFF**  
**MAIL TO-DAY.**  
 Victor Talking Machine Company, Camden, N. J.  
 Please send me illustrated catalogue of Victor Machines and Records, with full trade information and names of my nearest distributors.  
 Name.....  
 Street.....  
 City.....  
 State.....  
 F.....



for twenty complete sets of the opera records, and the indications are that the innovation will be a pleasing success.

Snellenbergs, department storeists, have opened a regular talking machine department and will exploit Victor, Edison and Columbia lines. The department is said to be a favorite one with Jos. Snellenberg and will be kept up-to-date, of course. It is under the management of John McArthur, who, while young in years, is credited with much talking machine knowledge, as well as push and energy. It is understood that heretofore Snellenberg's sold phonographs and records under a consignment arrangement, but now they will conduct a regular talking machine department, buying all goods direct from wholesalers or manufacturers.

Strawbridge & Clothier's talking machine department reports good business. Extra effective advertising, no doubt, has contributed to that end as well as the pleasing care shown all patrons by the sales force.

Increasing sales are reported by the Western Talking Machine Co., 128 South Ninth street, of which F. R. Reinick is the capable manager.

That effectively dressed display windows increase sales is proved by C. E. Gabriel, manager of the Columbia Co.'s branch store at Camden, N. J. Mr. Gabriel's window exhibits are attractive and original.

Clarence Wright, a clever Camden, N. J., youth, who has been appointed assistant mail clerk by the Victor Co., is an accomplished pianist and violinist.

"It wouldn't do to put the records of some of the political candidates on a talking machine," sagely remarked the boss packer of the Wells Phonograph Co.

Manager Ford, of the Disk Talking Machine Co., 13 North Ninth street, has had quite busy times the past month on Zonophones and records. Being a popular-priced "talker" the Zonophone is a favorite with a large number of people.

Large fireproof steel safes are found alongside of talking machines at Harris Master's store,

239 Market street, and he enjoys good business in both lines.

### VOICE TO SOUND AT OWN BIER.

Minister Makes Talking Machine Record for Use at His Funeral.

If the wishes of Rev. Daniel Bassett Leach, of Bone Gap, Ill., are complied with at his death, the unusual event of a man delivering his own benediction will come to pass. Rev. Mr. Leach, who is 89 years old, has requested that the concluding ceremony of his funeral should be the rendering on a talking machine of a benediction composed by himself. He has been a Methodist minister for more than 70 years, or since he was 18 years of age, and has been noted for the length of his prayers. He has recently had placed on a talking machine record his favorite benediction, which he is wont to deliver in a stentorian voice that can be heard two blocks away. Rev. Mr. Leach, though enfeebled physically to the extent that he has to sit at the pulpit, still preaches occasionally. Forty years ago there was not a Methodist pulpit of southern Illinois but had been occupied by him. He is the oldest superannuated clergyman in the southern Illinois conference.

### INTERESTING CHAT WITH MR. SHEBLE.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 8, 1906.

In a recent interview with Mr. Sheble, of the Hawthorne & Sheble Manufacturing Co., he discussed the situation regarding the infringement of their patent rights in a number of horn cranes at present on the market. Mr. Sheble said: "We believe our company were pioneers in the manufacture of horn cranes, and during the years we have been working on them, many new and attractive features have suggested themselves. Our policy is to apply for letters patent as soon as a new idea is evolved by us, and consequently we have covered many features

not at present employed in our product. The patent office have been so far back in their work as to cause us an unusual amount of delay in the issuing of some of our patents, but I am pleased to state that all of our basic patents have been allowed, and some have recently been issued that were delayed in the Patent Office for several years. We believe our patents are broad enough in their scope to thoroughly protect our ideas, and we expect shortly to take such legal steps as may be necessary against infringing articles as will establish our rights."

### PHONOGRAPH DINNERS.

Did you ever hear of a phonograph dinner? They're giving them in Chicago now with soup and fish and roasts served to the accompaniment of "talker" music and with phonographic toasts all bottled up in the form of napkin rings and laid by the side of the plates of the diners. It is only one of the many ingenious things done by ingenious Chicagoans with their talking machines, which in late years have come to serve many purposes, from storage batteries for business letters to nursemaids, crooning songs of Sleepyland to tired babes at night.

### THE BERLINER GRAM-O-PHONE CO.

The Berliner Gram-o-phone Co., of Montreal, Can., have moved their Toronto branch from Queen street to handsome and larger quarters at 264 Yonge street, that city. The branch store known as the Toronto Gram-o-phone Co. is now under the management of N. E. Winton, a capable talking machine man, formerly with Johnson's, Ltd., who succeeded F. Johnson as manager of the Gram-o-phone Co.'s store. The latter has associated himself with Grinnell Bros., Detroit, Mich.

Charles H. Mulholland, who was with the Adams Dry Goods Co. in this city, is now connected with the Shepard Company, of Providence, R. I., where he is acting as buyer for the talking machine and several other departments.

## WHEN PLACING YOUR HOLIDAY ORDERS

# REMEMBER

That we are exclusive **VICTOR JOBBERS**, and that we are prepared to take care of your wants in this line, be they large or small. We have three large floors and basement devoted entirely to the sale of these goods, and carry a stock which is sufficiently large to take care of all orders received, promptly.

WE ARE THE ONLY JOBBERS IN NEW YORK CITY DEVOTING AN ENTIRE BUILDING TO THE VICTOR EXCLUSIVELY

## NEEDLES

## PERFECT

## MEDIUM

## QUIET

These are the brands manufactured by us. They stand for **A1 QUALITY**. Millions of these styles are sold by us every month to satisfied customers. **ARE YOU ONE OF THEM?**

If you are not a user as yet, let us send you **SAMPLES FREE** and convince you by the quality and price that you cannot do better, whether you are a jobber or dealer. Write for full particulars.

Place your orders promptly if you wish shipment before the Holidays.

## AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET,

BROOKLYN—N. Y. CITY

Largest Talking Machine House in the City



## PRACTICAL SUGGESTIONS AND COMMENTS.

### DOING AWAY WITH "ASIDE" EFFECTS.

William F. Hunt, talking machine dealer of Wanatah, Ind., writes The World regarding the above subject in the following vein: "In my opinion the time is ripe to do away with many of the 'aside' effects recorded in the records. By this, I mean, for instance, the whistling, clapping of hands and shouting in minstrel records, etc. I think such effects rather detract than add to the attractiveness of the reproduction. The talking machine has reached the point of perfection where it quite ably takes the place of the actual performer, and one feels as if he were really in the presence of the living artist and not a machine when listening to one of its reproductions. Would it be natural for a vaudeville artist to spring the joke and then laugh at it himself? Not quite. Well, that is just what a talking machine is made to do. If many of these effects were eliminated from the records, I believe the few who are now prejudiced against the talking machine would learn to admire it. Some of the records are certainly too noisy to be enjoyed by any one, especially when they are often repeated by an over-enthusiastic neighbor, who has a better ear for noise than music. No one objects to good, wholesome music, but when it comes to plain noise, I as well as most others will call the limit. The above mentioned effects were not so objectionable, when the talking machine was in a crude state—when it produced sounds only faintly—but since it produces them with all its natural volume it is most raking on the nervous system. Another word in regard to unnecessary effects in records are the announcements. For instance, many are now using the talking machine in church services. Is it not rather out of place to advertise a record manufacturer during church services. 'Nuf said."

### CARING FOR THE EDISON PHONOGRAPH.

In answer to a number of questions on the above subject, propounded to the editor of the New Phonogram, the assistant superintendent of the National Phonograph Co. has prepared the following replies, hence their reproduction here:

"In regard to the parts that need oiling in the phonograph, they are those parts which are moving, as in any other machine—the bearings of the shafts, both on top of machine and in the motor; the back rod on which the diaphragm arm slides, and the main shaft screw on which the feed nut travels.

"As to how often it needs oiling, your own judgment should determine this. As long as there is a slight amount of oil in the bearings they need not have any more. The main spring is graphited here in the factory and this should last quite a long while; as long as the main spring unwinds evenly, without any jumping, it shows that it is properly lubricated.

"In regard to your record slowing up, or rather your mandrel slowing up in the center of almost every record, this would tend to denote that there is a bind in the travel of your diaphragm arm at this point. We would judge that the trouble might be in the feed nut or the thread of the main shaft. If you would let the arm down and feed it across, holding the finger very lightly on the feed nut spring, you could feel whether there was any roughness in the thread of the main shaft. Sometimes rust accumulates in these threads and makes considerable friction at that point, which would cause your trouble. There can be no other reason for slowing up at one point every time. We think if you examine this closely you will find the trouble.

"If the humming noise in your motor is appreciable when the cabinet is closed, then there is some part which is fastened to the motor frame that touches the top part of the machine. This motor frame is suspended between spiral springs to neutralize the vibrations in the same and not transmit them to the top plate of the machine. Possibly your starting lever, when thrown over to start the machine, touches the side or end of slot through which it comes. This

would cause the trouble you speak of. Or, the crank may be touching the thimble hole in the cabinet. If neither of these two parts are causing the trouble, we would suggest that while your machine is running you take hold of motor frame with the cabinet opened up, and twist it around a little on the springs and see if this overcomes the hum. If you find that it does, then one of the screws which goes through the springs probably touches in the hole of the motor frame where it passes through. These screws, which pass through the spiral springs and which screw into the top plate of machine, should not touch any part of the motor frame casting, for if they do they will transmit all the vibrations of the motor frame casting to the top part of the machine and cause the humming noise which you speak of.

### SOMETHING OF A LEGAL NATURE.

A prominent dealer writes The World as follows: "Certain manufacturers are infringing on a patent which I control, and I am contemplating sending out a circular to the trade, calling attention to this fact. A friend of mine, who presumes to have some legal knowledge, tells me that I have no right to do this, but I can warn them personally, but cannot warn their customers. What do you think of it?"

Really this is a matter outside of the province of the editor, who has not graduated from a law school, but we may say that it has been held by the courts many times that a circular forbidding persons to buy articles claimed to be infringements is not a libel calling for damages or injunction if made in good faith and the circulators' patent is valid or apparently so. Parties claiming rights on a patent may publish their own claims and warn others, and if they are acting in good faith will not be restrained. It must be borne in mind, however, that excessive and derogatory language must not be used beyond what is necessary to give the proper information. Any excessive and superfluous adverse comment against an existing patent becomes a libel for which the owner of the rival patent may have redress.

### NO SCARCITY OF REPAIRERS IN WICHITA.

Eberhardt & Hays, general music dealers, Wichita, Kan., write The Talking Machine World as follows: "We read with interest and no little surprise the article on page 6 of the October number of The Talking Machine World, under the heading of 'The Scarcity of Repairers,'

written by a 'subscriber' to The World from Wichita. In justice to ourselves we do not care to let this pass without comment. If the writer of this inquiry will call at our place of business, he will find a well equipped repair shop, under the supervision of workmen who are competent to do anything asked for in the way of repairing any and all up-to-date talking machines. We are in the talking machine business 'for keeps,' and can furnish anything in the way of repairs for any standard talking machine. We do sometimes get hold of a premium or mail order house machine that we or nobody else can get repairs for, because they were sold with the understanding on the part of the seller, at least that they were not to be repaired, but we do not stand back for any of the modern machines, and can repair or regulate them with a guarantee on our work that it will be entirely satisfactory. If the writer of the article referred to will call at our place of business in Wichita, we will be glad to show him that we know something about talking machines and will repair or regulate his machine to his entire satisfaction."

### BEST VOICES FOR RECORDS.

A Laboratory Expert Discants on the Making of Good Records.

A well-known talking machine expert connected with the manufacturing end of the business in chatting recently about record making said: "It is a curious fact, and one which I do not wish you to lose sight of, that the best voices do not always make the best records. A bass voice in a man and a contralto in a woman as a rule are more effective than a tenor and a soprano respectively. For this reason Schumann-Heink has a better effect than Melba, while Plancon is superior to Burgstaller. However, I think there is one exception, and that is Caruso. No voice rings out better or with more realistic effect than Caruso's, and one could almost believe it was the man himself who was singing and not the record. Throaty tones are fatal, and the man or woman who slugs from the back of the throat is no good for the talking machine. What is wanted is a clear, unaffected tone which will cut cleanly into the wax record and with a sharpness which while avoiding the shrill, is so distinct that every word and note comes back with the clearness of a bell."

George Ackerman, Scranton, Pa., proprietor of Phonograph Hall, has one of the largest and handsomest stores in eastern Pennsylvania.

## New England Dealers

will be interested to know that we have for six weeks past been preparing to supply their wants promptly when the Fall and Winter rush is on.

☛ We had on hand by October 1st a surplus stock of over twenty-five hundred Edison and Victor machines and over two hundred thousand Edison and Victor records. This surplus with the deliveries the factories will make us during the rush season will enable us to give dealers' orders the same attention as we would ordinarily during the Summer.

☛ Prompt and Full Shipments on day order is received.

☛ Send for our new list of "Live Ones" of the Edison Record List.

☛ If you are not already handling the Mega Flower Horns (plain and decorated) send for descriptive circulars and prices.

NEW ENGLAND DISTRIBUTING HEADQUARTERS

**THE EASTERN TALKING MACHINE CO.**

**177 Tremont Street, Boston, Mass.**

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES.  
Eastern agent for HERZOG DISK and CYLINDER RECORD CABINETS :: ::



## EDISON'S GREAT ACHIEVEMENT.

A New Storage Battery Which Is to Revolutionize Industry and Transportation—The Originator of the Phonograph Adds Another Great Invention to His Credit.

Thomas A. Edison, the inventor of the phonograph, has accomplished a surprise for the world. He has worked out successfully the problem of cheap power. He promises to put on the market within six months a new storage battery which will enable every man to travel in his own private carriage at about the cost of car fare.

Without danger, without breakdowns, without cost almost, a carriage, once supplied with the new power, for \$200, will travel without repairs for fifteen years, for a hundred thousand miles, if necessary, says the wizard. He reiterates the declaration that he has invented a storage battery which will solve the problem of congested traffic in the big cities of the world as soon as he can manufacture enough of them. He is erecting two large factory buildings, now nearly completed, and is installing in them new machinery especially for the manufacture of a motor battery that will be as common a factor in the business life of the world as the telephone is now.

He says that he will be able to sell at the cost of \$10 a cell a storage battery that is almost indestructible. It will travel a hundred thousand miles before it is worn out. Twenty cells will be all that is needed for a runabout or brougham, and sixty cells will be enough for the largest and heaviest truck used. For \$200 one will be equipped with motive power that will need no renewal for fifteen years. "Now, it lies with rubber tire manufacturers to meet this commercial reduction of motive power," said Mr. Edison, gayly.

Mr. Edison, it seems, has had quite some trouble in providing the principal ingredient of the battery. Many chemicals were tried, but he considered he did not attain success until he experimented with cobalt; this being one of the rare metals, however, the matter of expense was something to be considered. Mr. Edison, therefore, set to work to find cobalt in sufficient quantities to warrant its use, and was most successful in discovering lots of it in Canada, in Wisconsin, in Oregon and in Kentucky. The next problem was to separate cobalt from the ores with which it is associated. This has been done at great expense, but within the past few months Mr. Edison has devised a plan in which to get cobalt out of the ore cheaply and within a ratio of cost already calculated for the price of each cell. He has succeeded in every respect in his experiments, according to an authority in the Times, and he now promises that a new battery will be on the market in the spring. This is not a haphazard prophecy, for he has had thousands of batteries working within the past three years so as to insure success.

According to Mr. Edison, "in fifteen years from now the horse will be a curiosity. We shall be paying 50 cents to look at him in side shows." The actual cost of recharging the new battery is a matter of a few cents per cell, the greatest achievement being in making a motive power of light weight, in compact shape, and, above all, endurable. Speed is not the purpose that Edison had in mind.

"I am a commercial inventor, strictly commercial," he said.

The popular phonograph has shown that; in fact, nearly everything Edison has ever done shows it.

A 3 per cent. quarterly dividend has just been paid to stockholders of the Texas Phonograph Co., which does a wholesale jobbing and distributing business in talking machines. It is said that nearly 300 dealers throughout Texas are supplied by this progressive Houston concern.

Everything points to a big winter trade in "tireless musicians" ("talkers").

## A BETTER SELLING PROPOSITION.

For the Dealer Is Found in Talking Machines and Supplies Than in Pianos According to Manager McConnell of Wurlitzers—Great Activity in Every Branch of This Great Business—Big Stock Kept in Hand.

(Special to The Talking Machine World.)  
Cincinnati, O., Nov. 7, 1906.

Something of an idea of the remarkable increase in the demand for talking machines throughout the entire country, but particularly through the Middle West, may be gathered by the expansion of the departments of the Rudolph Wurlitzer Co. agents in this city and vicinity for the Victor talking machines and Edison phonographs. This department was practically organized about three years ago, perhaps as an experiment, deponent sayeth not, and has now increased to a proportion of the firm's business that, considered with the piano business, averages up to almost as numerous an output, always comparing the relative difference in the price of the instruments. Mr. McConnell, who has charge of the talking machine department on the first floor, spoke of the ever increasing demand for talking machines. Much of this demand is ascribed to the new and valuable improvements made in the machines, which increases their tone and trueness to the human voice or musical instruments by doing away with the "scratch," as it is technically known. Mr. McConnell feels that the small dealer has a better selling proposition in talking machines than in the piano trade merely. He argues that to sell pianos successfully in any but the largest cities, a dealer must provide himself with several fine instruments as an initial expense, a demonstrator of no mean ability is required to prove the excellence of the piano tone and a considerable store of sheet music must be provided to fill out the programme. The first expense and the running expenses of selling the talking machines is considerably less, and these reach the taste of a greater number of people many of whom have no special skill in playing the piano, but who are still desirous of hearing good and lively music. The machines afford a greater variety of entertainment, such as band music, recitations, vocal selections and instrumental numbers. The difference in price of the pianos and the machines gives the latter a decided advantage in many a home where the question of the extra dollar is necessarily paramount.

For the Edison phonograph, Mr. McConnell says all salesmen have a special soft spot in their heart. Its educational features give it an additional and growing value. The splendid im-

provements of the Victor Victrola have made that instrument almost peerless in its reproductions of even the best qualities of voice of the great singers and artists. The great variety of entertainment provided by these instruments offers the small dealer so attractive a line that the business is steadily expanding. Mr. McConnell believes the talking machines are the instruments of the future for the great mass of the people.

The Wurlitzers keep in stock not less than 100,000 records, all of which are hermetically sealed in specially made envelopes the moment they leave the factory. This firm maintains an immense library on the third floor of their establishment, where records are kept in the most methodical and careful manner. A vast number is ordered each month for distribution.

## SOME STORE POINTS WORTH NOTING.

Just at this time of year arise three important questions to be settled by every merchant in the United States: (1) Proper fire protection. (2) Proper store lighting. (3) Suitable store fixtures.

The question of fire protection is the most important and should be looked to first. Good insurance is essential, and every store should be fitted up with a good reliable fire extinguishing system. The right kind are efficient and not very expensive. Such a system may save thousands of dollars and is always protection against fire.

Lighting is very important now, as the days are growing shorter and shorter, and the store that gets the business is the store that is well lighted. If you live in a town where there is no gas or electricity, or even if you do and want to save money, there are several safe, sure and efficient gasoline lighting systems on the market worth looking into.

Store fixtures are always an important consideration, but now that the fall openings are on, Thanksgiving next, and then Christmas, the merchant should be very careful to see that his fixtures are fitted to his store and the class of trade he caters to.

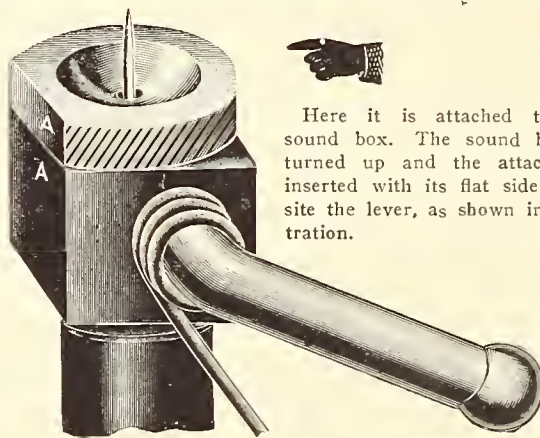
## ECHOES OF THE POLITICAL CAMPAIGN.

"The phonographs used in the New York stump speaking campaign ought to be lined with gutta percha to keep them from corroding."

This clipping is from the Columbus (O.) Times. Really! Judging from the speeches the records carried, a lining of asbestos would have proven more necessary to prevent the heated remarks from melting the wax.

## YOU HAVE WAITED FOR THIS!

AN ATTACHMENT FOR HOLDING SOFTERTONE AND MEDIUM TONE NEEDLES IN THE NEW SPRING CLAMP NEEDLE ARM OF THE VICTOR EXHIBITION SOUND BOX



Here it is attached to the sound box. The sound box is turned up and the attachment inserted with its flat side opposite the lever, as shown in illustration.

Here is the Needle Clamp Attachment separate.



Without this attachment it is impossible to use softer and medium tone needles on the spring clamp needle arm. It is perfectly simple, easily attached, holds like a vise and is made in two sizes—for softertone and for Medium tone needles. Order as NEEDLE CLAMP ATTACHMENT and specify which needle is to be used.

Price, 25 cents each

Special prices to jobbers and dealers

**The Softertone Needle** is growing in popularity every day. The loud tone needle, of course, is a necessity to the dealer for selling machines, but it is often too loud for home use. When a customer takes a machine home he finds the softertone needle a great relief. Instead of tiring it perpetuates the use of the machine. This means record sales.

**It Costs Less** One Softertone needle will play six records. Less time is used in changing needles, and there is less wear on the records. A record will last three times as long when the softertone needle is used. We did not accept this fact until satisfied by numerous tests. You owe it to yourself to make a test if in doubt.

FOR SALE BY LYON & HEALY, CHICAGO



*The Talking Machine World,*  
*November 15, 1906.*



THE MARVELOUS  
SEARCHLIGHT  
HORN

Style—Green de Luxe, Decorated.  
For all cylinder and disc machines

FOR DESCRIPTION SEE OTHER SIDE



# THE SEARCHLIGHT HORN

MAKES  
A SOULFUL INSTRUMENT OF  
A TALKING MACHINE

## Send to your Jobber for Samples

Borough of Brooklyn, New York

[illegible]



## THE MYSTERY IS SOLVED!

Now We Know Where the Voices of Our Broadway Song Birds Have Gone—An Amusing Skit That May Interest Mr. Sousa.

The mystery is solved! At last we know where the voices of our Broadway song birds have gone.

It's a case of *cherchez la phonograph*.

Do you know, it's really something awful the way these horrible machines have just gone and ruined the vocal cords of our Broadway songsters.

John Philip Sousa says "A bas!" with the phonograph, when it comes to dishing up grand and otherwise opera by the turn of a crank, and



THE FAIR PRIMA DONNA WILL MAKE THE MOTIONS, WHILE THE MACHINE DOES THE REST.

I guess if John Philip says "A bas" it will be "A bas"—perhaps.

We're mightily obliged to the march king for throwing light on the subject. It explains a lot of things that have brought surprises to our ears within the walls of comic opera homes. Whatever may have been the crimes of the phonographs, they're going to get it paid back to them good and plenty.

Oh, phonographs, how many crimes will be committed in thy name!

If any of our lady singers want to explain their lack of vocal powers, all they will have to do will be trump up this phonograph business.

John Philip complains that the singing into phonographs is a desecration of art. "You have these infernal machines going night and day," says the indignant musician. "We will not have a vocal cord left. They will be eliminated by a process of evolution."

And to think the phonographs have got in their deadly work already. We know now where the fair Lillian and Adele and dainty Marguerite, Hattie and George M. Washington, Jr., and—but why enumerate—just put all the pets along Broadway—have been spending all their time. Why didn't they 'fess up and let us know they'd been "eliminating their vocal cords by a process of evolution?"

That sounds almost as imposing as a doctor's certificate, and it ought to go with an audience better than the "sudden cold" business. But why worry? Things won't be much worse in the realm of comic opera than they are now. If the

Sousa diagnosis is true, the time may come when the fair singer will stand behind the phonograph and make motions while the machine does the rest.

An eminent throat specialist, who has taken issue with Mr. Sousa, adds that, anyway, we go to the opera for other things besides hearing vocal cords stretched. We are quite sure of this in musical comedy. It didn't need the phonograph excitement to bring this point to the front.

After the recent panic in the ranks of a chorus by the discovery of a coryphee who could sing, we are prepared for anything. The same discovery, however, didn't extend to the prima donna, but what matter, so long as Paris gowns are still to be exploited or beauty unadorned still holds sway with the ladies of the ensemble?

The eminent specialist insists that the beautiful scenic effects that appeal to the eye make opera a success as well as singing, so I guess our fair singers needn't be afraid. When it comes to stage pictures they know a thing or two themselves.

There's one thing, with the passing of the real prima donna there would be no disappointment in store for the audience. You couldn't very well stand for an excuse of a phonograph taking cold. Even the prince of press agents wouldn't have the nerve to spring such a yarn as that.

We haven't heard any complaint from Nordica or Schumann-Heink or Eames about their voices being eliminated per the phonograph route, but, of course, they're used to rough and tear work. You can't expect the delicate exotic voices, reared in the hot air—we should say hothouse air—of the Great White Way to stand for such phonographic strain.

Our eminent specialist might go so far as to suggest a voiceless opera, since he is willing to admit we go to the opera as much to see as to hear. When we have voiceless choruses, in direct contradiction of the old Greek laws, why



JUDGING FROM RESULTS, MANY OF OUR BROADWAY FRIENDS MUST HAVE BEEN BUSY ELIMINATING THEIR VOCAL CHORDS.

not carry American progression a little further and dish up the voiceless opera for keeps? It would be just the same, only Government inspection would insist on the right labor being used. You wouldn't really notice the difference at all, says Margaret Rohe in the New York Telegraph. It's a great proposition. We're sure the copyright office and all the eminent specialists and John Philip Sousa don't feel half as excited about it as do the Rialtoites. The nerve of the phonograph, anyway! Just think of it.

There is one thing to be considered, too. In future it looks like we would never more have the old excuse of "Understudy will go on in place of Miss Tessie Bumnote, who is suffering from laryngitis."

It will be phonographitis for her. John Philip Sousa has at least invented a new disease.

The fact that the desire for talking machines is not confined to race or creed has been amply illustrated since the opening of the Knight-Campbell Music Co.'s department in Denver, Col. Their customers range from Frenchmen to Russian Jews and Chinese, and there are records in stock that appeal especially to every clan.

During the last week of October W. O. Crew, secretary and treasurer of the Elmira (N. Y.) Arms Co., toured the northern part of the State in his automobile.

## Do You Want to Make Money, Mr. Talking Machine Dealer?

Good, big money. The men who sent in an order for a sample line of our instruments were delighted with the results.

They found our instruments blended perfectly with the talking machine line, besides helping to make the store attractive. If you want to help out in the profits during the holiday season you can't go at it in a better way than with our specialties; your musical friends will come to you when they learn that you have the Durre violins, bows, strings, etc. They have a high standing.



We are judges of the excellence of all kinds of small goods, such as Accordeons, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lesser prices, but which are superior to any on the market at the same price.

It will pay you to order a sample line at once. You will then see how profitable it is to devote a portion of your store to the exhibition and sale of small goods. Write for catalogue.

Make good money for the new year. It is easy with our help. We can tell you how and go with the business tide when it serves.

## BUEGELEISEN & JACOBSON

113-115 University Place  
Corner 13th Street, NEW YORK



### 210 Cylinder Records

can be stored in this Cabinet. Has 5 Drawers provided with Iron Stops to prevent the Drawers from being pulled out too far.

### WOOD PEGS

The only Pegs that will stand the wear. The best selling Cabinet on the Market. Size: wide, 22 in.; deep, 18 1/2 in.; high, 34 in.

No. 42 Cabinet.

FEIGE DESK CO.,

2076 Genesee Ave.,

Saginaw, Mich., U. S. A.



# NEW TAPERING ARM ZON-O-PHONE

\$27.50, \$35.00, \$45.00, \$55.00



## THE NEW GRAND OPERA ZON-O-PHONE

The motor has triple spring, cabinet hinge top  $13\frac{1}{2} \times 13\frac{1}{2}$ , ten-inch turntable. We wish to call special attention to the new speed regulator; also the brake; as you will note when you shut off the instrument it doesn't stop with a jerk. The Grand Opera Machine is equipped with either regular horn or all brass morning-glory horn. Retails at \$55.00.

## THE CONCERT GRAND ZON-O-PHONE

The brake and speed regulator are the same as on the Grand Opera. The motor is exactly the same, except that it has two springs instead of three. The cabinet is different in design but is the same size and has the hinge top. It is equipped with the regular horn or the morning-glory horn—red, blue or green. Retails at \$45.00.




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## UNIVERSAL TALKING MACHINE MFG. CO.

28 Warren Street, New York



**"TALKER" POSTAL CARDS.**

Have Not Won Any Large Degree of Favor at the Hands of the Trade or Public Although Somewhat Popular Abroad.

A little while ago great things were expected of the latest development in souvenir postal cards—those that talk their message to the receiver instead of conveying the written word—but they have not become as popular as expected.

These cards originated, like all other varieties of souvenir post cards, in Germany, but have up to the present obtained their widest vogue in France, though there are a few made and sold in England. The cards are about three times the thickness of the ordinary post card, this thickness being contributed by the disc in the center of the card on which the phonographic message is recorded. When a person wishes to send one of these remembrances home he goes to the office where the cards are sold, makes his little speech into the recording instrument, which is then transferred to the disc on the card. After the address is written on the other side the card is mailed and the recipient puts the card into a talking machine and hears the friend's voice. All this costs, in Paris, half a franc, or 10 cents.

The makers of "talkers" in New York are not particularly interested in this new device. They declare the combination of the paper on which the record is made and the sharp point of the needle used in transcribing the record is one that does not make for any lasting quality, and they have doubts as to whether in the ordinary course of mail transmission the record would not be made either partially or wholly illegible. The scheme has, they declare, no possible value commercially, hearing the same relation to a written message as an ordinary souvenir post card has to a work of art. That the spread of the pretty custom would increase the sale of talking machines does not appeal to them seriously. They believe the new cards could be turned out to sell at a profit for five cents, instead of the ten charged in France.

In England, although there are diminutive records of this kind on sale, they have not reached such a state that they can be sent through the mail without protection of some sort. There the phonograph men are particularly keen over the novelty, and declare it will be a matter of only a short time before the talking post cards will come into general use.

The Bureau of Manufactures at Washington, D. C., in one of its recent publications, stated that a Spanish firm desiring to purchase disc talking machines and records of every description manufactured in the United States would be glad to get the names and addresses of the largest dealers in New York, who are exporters of such specialties. While those interested can address the Bureau of Manufactures, stating that their letter is an answer to query No. 416, we may say that we have forwarded to this concern a copy of *The Talking Machine World*, which contains the advertisements of every live house in the United States.

The Columbia Phonograph Co., through their Chicago manager, A. D. Herriman, have leased the store at 118 West Third street, Davenport, Iowa, and will open a branch there.

**Would Make a Change****A Thoroughly Experienced**

man wants position to manage a large talking machine enterprise. Years of successful results is my record. Do you want it? Is it worth anything to you? If you want a perfect system in your whole-sale, retail, *instalment*, buying and selling departments, ask me for it. Correspondence strictly confidential.

ADDRESS D

Care of The Talking Machine World, New York City

**QUEER USES OF MACHINE.**

Spreading Anarchistic Doctrines in France—  
—How Discovered—Gave a Modest Violinist  
Courage to Bring His Talents Before Public.

Another of the queer uses a talking machine is put to was revealed some time ago during work by the French police on an Anarchist case. A raid had been made on the house of a suspected Anarchist, but to the surprise and disgust of the authorities nothing more incriminating than a talking machine, some blank wax cylinders, and one containing sound vibrations were found. The latter was reproduced in the hope that something incriminating might be exposed. But it was discovered to be only a reproduction of a stump speech, and the record had evidently been badly used, for here and there irritating lapses in the piece occurred.

These did not arouse any suspicion at first, but on the record being again reproduced some time later it led a wily official to investigate what exactly were the words lacking. Securing a printed copy of the speech, he compared the two together, making a note of the missing words. The result was successful beyond his fondest hopes. The missing words proved to be nothing other than an Anarchist message of great importance, and led up to further disclosures which convicted not only the suspected man, but several of his confederates.

Another curious story connected with a talking machine is told of a Scotch violinist, who has since become famous. At that time the violinist had no idea of his real skill with the instrument and only played for the benefit of his friends. One day, however, he was persuaded to play a selection of music into a graphophone, and when the selection was reproduced a minute or two later the violinist received a pleasant surprise. Queer as it may seem, he was amazed at the beauty of his own execution, and for the first time an ambition seized him to appear in public, which shortly afterwards he did with pronounced success.

**VICTOR PUBLICITY AND THE DEALERS.**

Thoroughly believing in widespread and persistent publicity as is illustrated by large spaces in the leading magazines, trade and daily papers, the Victor Talking Machine Co. are making earnest efforts to impress the value of advertising upon their dealers and have issued a pamphlet under the title of "How to Advertise," which is illustrated with sample advertisements, showing the good and had forms and with reading matter, giving a comprehensive idea of what really constitutes good publicity and why. As an added incentive to dealers to advertise the Victor liberally in their locality the company have offered a series of prizes for best advertisements and great results are anticipated.

**MADE NEW UNIVERSAL CO. JOBBERS.**

On the 1st H. W. Macminimen returned from a trip through New York and Pennsylvania, touching the large towns only, for the Universal Talking Machine Manufacturing Co. He made a number of new jobbers. Mac has been in the business upward of thirteen years, and says he knows the "game" as well as the man who made it. H. R. Breeder is the latest addition to the company's traveling staff, starting out November 5, making his trip through Pennsylvania, and later going into New England permanently.

**C. D. SHAW IN BUSINESS FOR HIMSELF.**

In the early days Cortland D. Shaw was manager of sales of the Victor Talking Machine Co., and subsequently in charge of their premium machine department before it was cut out. Now Mr. Shaw has become a dealer, having opened a handsome store at 1061 West 52d street, Philadelphia, Pa., a fine residential district of the city, and is carrying the Victor, Edison and Zonophone lines. He is doing a fine business.

## Are you prepared for the holiday rush?

The Christmas season is the time of all times when a dealer mustn't let his stock get behind. Customers can't wait indefinitely for goods you haven't in stock, and excuses and apologies don't go.

You should have everything in ship-shape for this holiday trade. It gives you more than an opportunity for present profit. It is the greatest chance in the world to cultivate new customers and an abundance of good will that means much for the future of your business.

The fact, however, still remains that no matter how careful you are in selecting goods, you're almost bound to fall short in some places and have to send a rush order to your jobber.

What if your jobber isn't equal to the emergency? Then you're in a pretty fix! You can't put the blame on the jobber—it's your fault for having such a jobber. The people look to you, not to the jobber.

You'll not find us wanting in any particular. Victor talking machines and records, trumpet horns, English needles, fibre cases and other accessories are here in large quantities and you can get whatever you want whenever you want it. All orders are shipped the same day they reach us.

Better send for a copy of our latest catalogue and keep it where you can easily refer to it.

### The Victor Distributing and Export Company

77 Chambers Street

New York





## THE UNIVERSITY EXTENSION

By Means of the Talking Machine Is No Longer a Dream But a Fact—It Forms One of the Features of the New Correspondence School Opened by the University of Wisconsin.

(Special to The Talking Machine World.)

Madison, Wis., Nov. 7, 1906.

One of the most important features of the new correspondence school just opened by the University of Wisconsin will be the use of talking machines. The leading professors will read their lectures into the machine, and the records will be sent to students at different points. The innovation will be first tried with German, in order to test the feasibility of accurately reproducing the pronunciation of different sounds. The new move has occasioned considerable comment. For instance, the State Journal, in an editorial, makes the following remarks on this subject:

"University extension by phonograph. What limitless possibilities are suggested in this twentieth century idea. It is bringing the university home to the people with a vengeance. It is likely to Bostonize the entire State. No longer will it be necessary for the ambitious youth of limited means to come to Madison and spend four expensive years here. All he will have to do is to invest in a phonograph, send his rolls to the professor and when they return place them in his machine, light his pipe, lean back in his chair and listen to the melodious voice of the prof. No necessity of changing his jeans or taking off his felt boots. Education can go hand in hand with production at minimum cost of time and money. Instead of the family being obliged to listen to idle gossip or the rasping, metallic strains of "My Old Man," the dinner hour can be made uplifting and profitable with a lecture on organic chemistry or the sources of Browning's inspiration. And the beauty of it is that the lecture can be repeated and again repeated till the weighty truths are sunk in the

mind to stay. Even to the professor the plan must have its attractions. If he likes to hear himself talk here is a way by which he can be gratified to his heart's content. Then, too, the music of the junior prom, of student recitals, etc., can be brought home. The next logical step will be the vitascope with its supplementary moving pictures to present the scene to the eye also. The possibilities are limitless indeed."

## FREDERICKSON-KROH CO.'S BIG LINE.

(Special to The Talking Machine World.)

Oklahoma City, Okla., Nov. 10, 1906.

One of the largest stocks of talking machines brought into the Southwest was recently placed in the new parlors prepared especially for that department in the basement of the Frederickson-Kroh Music Co.'s store at 221 Main street, this city. The company are handling both the Edison and Victor lines, including the Gold Seal records reproducing the voices of the famous grand opera singers. A series of Saturday night talking machine concerts has been instituted and they are expected to go far toward popularizing the new branch of the business.

## ENTERPRISING BROCKTON DEALER.

L. R. Porter, the progressive talking machine dealer of Brockton, Mass., had a novel window display recently in the shape of the first Victor talking machine ever made, with the world-famous Victor dog looking down the horn. The exhibit was placed on a revolving platform and the remainder of the window filled with the latest Victor machines, to which were attached the legend, "Buy a Victor, but look out for the dog." As an added attraction Mr. Porter advertised to give a sheet of music free to every visitor to his store, and also held talking machine concerts.

Mr. Porter also handles the Edison line and claims to have in stock every record in the Edison catalogue.

## LOOKS LIKE PROGRESS IN DENVER.

A Splendid Business Worked by Malcolm B. Henry for the Columbia Phonograph Co.—Carries a Complete Stock.

(Special to The Talking Machine World.)

Denver, Col., Nov. 8, 1906.

The branch of the Columbia Phonograph Co. in this city, under the management of Malcolm B. Henry, is one of the most progressive in the West, and are selling goods faster than fresh shipments can be received. The stock at this store contains 30,000 records, 16,000 of them of the disc variety, and the balance, 14,000, "X P" or cylinder records. The stock of machines of all styles averages 100. The stock is said to be one of the most complete between Kansas City and Salt Lake.

An item of interest is that Mr. Hamilton, of this branch, took a \$100 disc machine on the recent trip of the International League of Press Clubs, and it was played almost constantly throughout the journey of 1,400 miles. So pleasing did its music prove that a member of one of the clubs at the end of the trip purchased the machine, together with four dozen records.

Mr. Henry, the manager of the store, was married on October 15 to Miss Myrtle McGowan, of Decatur, Ill. He is well known to the trade, having been previously connected with the Hawthorne-Sheble Mfg. Co. and the American Record Co. He is an energetic exponent of the talker, as is evidenced by his work since he became associated with the Columbia Phonograph Co. on July 1.

C. N. Hibbard, western manager of the commercial department of the National Phonograph Co., with headquarters in Chicago, spent several days in Des Moines, Ia., recently, where he demonstrated the use of the Edison commercial phonograph in the store of Hopkins, the company's agents in that place. Mr. Hibbard succeeded in interesting a number of business men in the new system.

**The O. K.  
Horn Crane**

TO RETAIL AT

**\$1.25**

—THE—

**Universal  
Horn Crane**

TO RETAIL AT

**\$1.75**

**Both styles adapted for Edison  
and Columbia Machines.**

We take pleasure in announcing that broad patents have recently been allowed on our Horn Cranes.

**The Ideal Fastener Co.**

143 Liberty Street, New York





5

1000

of an inch is a  
small space

BUT IT IS THE SIZE OF THE GROOVES ON A  
DISC TALKING MACHINE RECORD IN WHICH  
LAY THE SOUND IMPRESSIONS. UNDER A  
STRONG MICROSCOPE THEY LOOK LIKE THIS



It can now be readily seen how easily these  
minute grooves, which are little larger than a  
horse hair, are filled up with dust, grease from  
handling, chips of steel worn from the needles  
and other deposits.

Therefore when these grooves become  
filled, they clog the sound impressions,  
prevent the needle from properly entering

[SEE NEXT PAGE]







the track, and destroy contact with the sound waves the result being a poor chattering reproduction, unpleasant and annoying to the listener, who condemns the record or the machine, never realizing that a dirty record is the real cause. A little *Recordite* will correct this trouble. The most dangerous enemy to the advancement of the talking machine business is a clogged record. *Recordite* will free it from this bad spot and increase your sales a big percentage.

No matter how good a machine may be, to work well it must be kept well cleaned and oiled. This is what *Recordite* does—it cleans, lubricates, preserves and polishes Disc Records, of all kinds. Every dealer should have a stock on hand especially now for the holiday trade. We want you to write, to day for our circular and *Special Introductory Offer*. Get your orders in now. *Recordite* is put up in an elegant package and will ornament the finest counter in the talking machine trade.



Recordite Company  
1905 Park Avenue  
NEW YORK CITY





## TRADE NEWS FROM ST. LOUIS.

October Trade Very Active—T. P. Clancy With Columbia Co.—Fuhri Changes in Chicago—Thiebes-Stierlin's Fine Department—Other Items of News from Saintry City.

(Special to The Talking Machine World.)

St. Louis, Mo., Nov. 10, 1906.

Talking machine trade for the month of October was very active, and showed a nice improvement over that of September, and the demand for high priced machines was particularly good. The demand for records has been most excellent, and there are complaints of shortage in both machines and records. Trade is expected to establish a new record for the winter season.

Thomas P. Clancy, who has been manager of the talking machine department of the Conroy Piano Co. for the last several years, and one of the most popular and energetic men in the talking machine business, has accepted the local managership of the Columbia Phonograph Co., and will assume his new duties about Dec. 1.

W. C. Fuhri, who has charge of the Columbia Phonograph Co.'s interest in this territory and West, will move his headquarters to Chicago, but will have charge of all the Western territory. The departure of Mr. Fuhri from this city has caused many expressions of regret, as he has established a very excellent standing here as a high class business man, and one who does business on a very lofty basis. He will leave about Dec. 1.

Manager D. S. Ramsdell, of the St. Louis Talking Machine Co., states that trade is very good, but that they are handicapped in getting goods. They are having an excellent demand for their new \$200 Victrola machines.

The Thiebes-Stierlin Music Co. have just completed a fine talking machine department on their first floor, which is in charge of S. R. Brewer. It consists of four fine booths, handsomely equipped, and constructed strictly with all the modern arrangements. Mr. Brewer is to have an assistant at an early date.

The Val A. Reis Music Co. now have their talking machine department running nicely, and they report a good volume of activity.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports a nice trade and that he is doing exceptionally well with the new Victrola of the Victor Talking Machine Co.

E. B. Walthall, manager of the talking machine department of the O. K. Houck Piano Co., reports trade good, and that he has sold a number of Victrolas that are yet to arrive.

The talking machine department of the H. A. Phipps Piano Co. is now complete, and they are pushing it with good results.

Mr. Brown, of the advertising department of the Victor Talking Machine Co. at Camden, N. J., was a recent visitor here.

## WORKING OUT THE PHONOGRAPH.

James Creelman, the well-known writer, in the course of an interesting article in Pearson's Magazine, on "The Cry for 'Brains,'" refers to Mr. Edison's connection with the development of the phonograph as follows: "One of Mr. Edison's assistants has recorded the fact that, in working out the phonograph, the inventor has spent from 15 to 20 hours a day, for six or seven months at a stretch, shouting the word 'spezia' against the wax cylinders, in his effort to have the sibilants distinctly reproduced. The intense and prolonged labor which has resulted in the new business man's phonograph can scarcely be realized. But it took immense capital and a widespread organization to place the million or more phonographs of all kinds now in use."

After establishing and selling out several talking machine concerns, Pat E. Powers now owns and manages the furniture department in one of the leading stores of Buffalo, N. Y. The traveling men passing through the city stop off and josh Pat on his change of base.

## CARUSO TELLS OF HIS SUCCESS.

One Man Gave Him \$3,000 for Two Songs—Got \$8,000 for Making Four Records.

The great success in Berlin of Caruso, who is so popular it took a squad of police to prevent the people from mobbing him, led the great tenor to give a very interesting sketch of his early life to the local press of that city.

"Up to eighteen years of age," Caruso said, "I was in doubt whether I had a tenor or a baritone voice. I started to sing in Italian churches when I was ten years old, and then at eighteen I tired of thinking over the problem of my voice, I began to take lessons, but I quit my first teacher very soon because he could not tell me anything about the quality of my voice. Another teacher found that my voice was so thin the other fellows in the school called it a glass voice, perhaps because it broke easily.

"While I was doing military service at Rieti I used to sing while shining the buttons of my uniform. Major Mogliati heard me and made me spend leisure hours for many months studying with a teacher he procured for me."

The great tenor says he is pleased now with his lot in life, and speaks freely of his success in America, where, when engaged by a millionaire named Smith to sing two songs, he got a check for \$3,000 and got \$8,000 from a talking machine firm for four songs, which because of a percentage on the sale have already brought him \$4,000 additional in one year.

It is said that Bonci, who is also engaged to sing in New York this winter with Hammerstein, has studied much more than Caruso, and had a harder time of it. He used to walk eight miles every day from Pano to Pesaro to attend the conservatory lessons, and he did this for over four years, no matter what the weather or the season.

The German Emperor, who was present with the Empress at a recent opera performance in which Caruso appeared, sent for the great tenor and after complimenting him on his voice and

acting, gave him a beautiful scarfpin of diamonds and rubies bearing the imperial initials in jewels. The management of the Berlin opera has engaged him for the next season. Caruso sings again with the Metropolitan opera forces this season.

## SWITKY'S NEW STORE.

Opens Handsome Establishment on 42d Street With Mrs. Switky in Charge.

Benj. Switky, the enterprising talking machine jobber, has equipped a third retail warehouse at 253 West 42d street, near Eighth avenue. In these new quarters there will be carried a full line of all talking machine supplies, and the various styles of Edison and Victor machines. In the front are two large show windows in which samples of the various lines are displayed in a very effective manner, and is due to the ingenuity of Mrs. Switky, who will have charge of this branch of the business. Mrs. Switky is thoroughly familiar with the talking machine business, a very clever saleswoman, and will demonstrate the fact that a woman can make a success in the talking machine field.

## A \$2,000,000 CORPORATION (?)

Among the incorporations filed with the Secretary of the State at Albany on Monday last was that of the Atlantic Phonograph Co., for the purpose of manufacturing and dealing in all kinds of musical merchandise. Capital, \$2,000,000. Incorporators: Joseph L. Adrian, Peter Mannebach and C. D. R. Adrian, all of New York, and Frank C. Hamilton, Syracuse, N. Y.

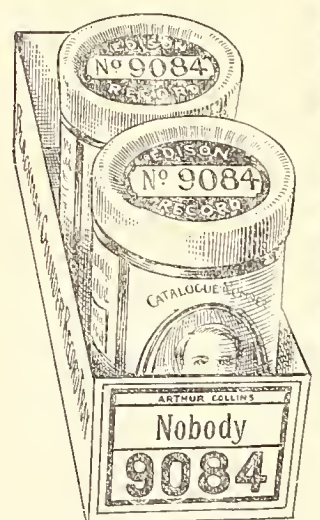
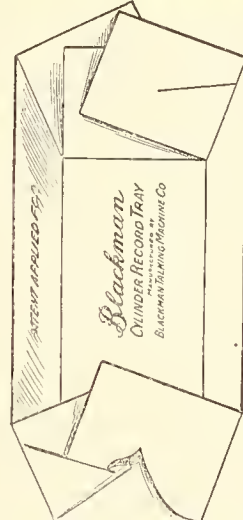
## START INSTALMENT DEPARTMENT.

An instalment department on a large scale has been installed by C. C. Mellor Co., Ltd., Pittsburgh, Pa., under the supervision of Ollie Oldhansen, the talking machine manager who is so popular with the traveling men. They have recently added the Zonophone line.

## THE BLACKMAN CYLINDER RECORD TRAY

(PATENT APPLIED FOR)

A Record Tray and Record Label for Less Than One Cent



We ship them Flat and they can be FOLDED into a STRONG TRAY in a few seconds, as shown above. This tray, with the RAPKE Record LABEL, makes a HANDSOME looking stock and a SYSTEM that you can't beat. Full particulars on request.

Prices for Trays to hold				
	RECORDS	\$5.50	PER	1000
2	"	6.50	"	1000
4	"	7.50	"	1000
5	"	8.50	"	1000
6	"	9.50	"	1000

Smaller quantities, same rate

Rapke Labels with Edison numbers and names  
Domestic Selections No. 2 to No. 9433  
which includes Dec., 1906 - - - \$3.50  
Year's Supply Labels thereafter - 1.00

FREE SAMPLE of tray and labels to any Edison dealer or jobber who writes on his business letter head.

Blackman Talking Machine Co.

(J. NEWCOMB BLACKMAN, Prop.)

97 Chambers Street, New York City



# **BEKA RECORD**

## **THE BEST and CHEAPEST DISC**

### **IN THE WORLD**

*The largest and most Comprehensive Repertoire which has  
ever been compiled, in*

**GERMAN**  
**ENGLISH**  
**FRENCH**  
**ITALIAN**  
**PORTUGUESE**  
**RUSSIAN**  
**AUSTRIAN**  
**HUNGARIAN**  
**DANISH**  
**SWISS**  
**DUTCH**  
**SPANISH**

**CHINESE:**  
**SWATOW**  
**GUAKAU**  
**PEKINESE**  
**SHANSINESE**  
**KIANGHANESE**  
**CANTONESE**

**ARABIAN**  
**TURKISH**

**HINDUSTANEE:**  
**URDU**  
**MARATHI**  
**GUJARATHI**  
**HINDI**  
**TARSI**

**TAMIL**  
**MALAYIAN**

**INTERNATIONAL CATALOGUE (224 Pages) GRATIS**  
*(See description in pages 23 and 24 this issue)*

**UP-TO-DATE ADVERTISING**

**CORRESPONDENCE INVITED**

**Beka Record, G. m. b. H. Berlin, Heidelberger Str. 75-76**

**SOLE AGENT FOR GREAT BRITAIN AND COLONIES**

**O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.**



# FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

## THE TRADE IN ENGLAND.

**Business Uneven During the Past Month—Factories, However, Are Very Busy—Price Cutting Being Discouraged—Great Financial Showing by Gramophone Typewriter Ltd.—Henry Seymour, Ltd., Brings Out Novelty—Sterling Special Record Popular—Remarkable Zonophone Sales—Cromelin's Speech Noticed—Recent Business Changes—Interesting Suit—Great Beka Catalogue—Columbia Co.'s Grand Prize—Some Pathe Freres News—The Month's Happenings in Detail.**

(Special to The Talking Machine World.)

London, England, Nov. 6, 1906.

The last month has seen rather a lull in certain quarters, although it is satisfactory to observe that sales have maintained a good average generally. In some districts dealers complain that business is quiet in comparison to a few weeks ago, while others declare for increased sales. The factories are up to their eyes with orders, and the manufacturers are unable to meet the demand. In conversation with the head of one of the largest cylindrical record concerns, he said: "It is a fact that the condition to-day is far and away ahead of any previous season. The stupendous and ever-increasing shoals of orders are more than we can cope with. Our factory has been considerably enlarged, and is working every minute of the twenty-four hours, yet we cannot get in front of the demand." These words are synonymous to what other manufacturers state, so it is pretty evident there is an abnormal demand, which every dealer should secure a good share of. The labor market is still in a very unsettled state, but the country is more quiet than last month. Price-cutting is being vigorously discouraged on all sides, and altogether the talking machine industry is in a most satisfactory condition. Witness the report of the Gramophone and Typewriter, Ltd., for the year ending June 30, last. The trading result is a credit balance of £212,236. Add to this the amount brought forward from last report, £445,297, makes a grand total of £657,533. The increase is over £72,000 on the previous year. An interim dividend of 10 per cent. had already been paid on the ordinary shares, and it was now proposed to pay in addition a bonus of 10 per cent., leaving, to be car-

ried forward, £487,176. Since the company was started, they had paid altogether 90 per cent. to the original shareholders. There has been a considerable increase in the demand for the company's goods during the year, as compared with the previous year, and the directors report that such demand continues; the sales for the three months—July, August and September, 1906—being considerably in excess of the corresponding months of last year.

### Howell Bros. Great Business.

Howell Bros., the well-known factors of St. John street, Clerkenwell, report a splendid business state. At the time of my call they were busy unloading a large vanful of records. These I learned were a portion of a consignment of "Rex" records, issued by the late Lambert Co. Altogether, Mr. Howell has bought from 70,000 to 80,000, and dealers would do well to get into touch with the firm at once if they wish to secure a share of the bargains.

### How the Gramophone Sells.

Walking into the Regent street quarters of the Gramophone & Typewriter Co. the day after Caruso's appearance in Berlin, a gentleman, after listening to certain of the renowned artist's records, purchased £50 worth before he left.

### Another Unbreakable Record.

At the offices of Henry Seymour, Ltd., I saw some good specimens of what they claim to be an unwearable and unbreakable record. Unlike other attempts put upon the market, its surface is as smooth and as perfect as the genuine Edison wax records. It is made of an entirely new composition, which cannot be gouged into at present; suffice it to say that the principal ingredient is celluloid, but experiments are still being made to obtain a non-inflammable material. The tone of the record is ideal, while the surface noise is nil.

### The Sterling Special Record.

The Sterling special record has won for itself such a tremendous sale that the Russell Hunting Co. are a long way behind in the execution of their orders. Mr. Manson reports the huge factory capacity as inadequate, although working night and day. List No. 26 contains some fine selections, many of which, it is expected, will gain enormous popularity, particularly the descriptive record, entitled "Trafalgar." The Linguaphone language series of records are boom-

ing. The provincial factors are taking up and pushing the sales with marked success. I am asked to give denial to the rumor now current that this company have marketed a new cylinder machine. There is no truth in the report, outside the fact that a machine will eventually be manufactured and issued by the Russell Hunting Record Co., who have in hand the perfecting of an instrument that will be thoroughly reliable and a credit to the firm.

The Odeon and Fonotipia records are going well, and there is a notable increase in the sale of those selections, recorded under the supervision of Russell Hunting. The vast tone improvement and general power will surely win additional favor and demand for these discs.

### Will Stock Gramophone Goods.

A matter of considerable interest lies in the fact that the Edison Bell Co. have decided to stock gramophone goods. There is a good demand in the West, and the company have rightly set out to fulfil it.

### American Talking Machine Co. Catalogue.

The American Talking Machine Co. will shortly issue a new catalogue, which it is said will contain an illustration of every talking machine on the British market. The time taken in its preparation and the expense involved is sufficient justification of the company's claim that it will be absolutely the most comprehensive general catalogue of its kind.

### Remarkable Sales of Zonophone Records.

The remarkable sales achieved by the Zonophone records is a matter of comment throughout the trade, and the boom is still on. The company's representatives are busy "accepting" orders, which is rather reversing the usual method of salesmanship. Mr. Malyon, the assistant manager, gave some very interesting details respecting the popularity of his company's products. Said he: "In the first place we know the sale of our records will continue to show an increase week over week throughout the season. Why? Because we cater to the popular taste." "And that is, Mr. Malyon?" "Out of the many class of selections we list the majority are of a serio-comic nature, and therein lies the point of Zonophone popularity. Yes; our list of classical, sentimental and other class selections reach a good sale, and in our November list they are fairly represented, together with four Welsh titles. The number of ten-inch records sold is more than

# THE BEST IN THE WORLD HOWELL BROS. SOUND BOX

Adapted for Victor Taper Arm and also Direct Horn Machines

Dealer's Price \$1.50

You can afford to pay duty on this and then have a better line than any in the States.

Europe, Asia, Africa and Australia have expressed their satisfaction with our Sound Box and now we want to supply the rest of the World

**HOWELL BROS., St. John St., CLERKENWELL, LONDON**





**PATHE FRÈRES—LONDON**  
**PATHE FRÈRES—LONDON**

# **PATHE'S DISC**



ONCE YOU HAVE HEARD  
**PATHE'S DISC** YOU WILL  
 NEVER BUY OTHERS.

**PATHE'S DISCS** ARE PLAYED  
 WITHOUT A NEEDLE, HENCE THEIR  
 GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES  
 FOR DISCS IS PAST WE GIVE YOU THE  
 GREATEST STAR ARTISTES AT ONE  
 UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE  
**PATHE DISC** IS OBTAINED BY  
 USING A SAPPHIRE POINT, THERE  
 IS NO CHANGING THE NEEDLE,  
 GIVES THE NATURAL VOICE.

**PATHE'S RÉPERTOIRE**  
 CONTAINS OVER 20.000  
 SELECTIONS DRAWN FROM  
 ALL PARTS OF THE WORLD.

# **PATHE'S PHONOS**

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)  
 LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

**PATHE FRÈRES—LONDON**  
**PATHE FRÈRES—LONDON**



## FROM OUR LONDON HEADQUARTERS—(Continued.)

three times that of the seven-inch, which goes to prove, in spite of the price difference, that the user appreciates best the record that will give most music."

**Lecture on Evolution of Gramophone.**

Under the auspices of the Polyglot Club, Harry Burgess entertained a large audience at the Holborn restaurant with gramophone reproductions, after first delivering a very interesting lecture on the history or evolution of the instrument. The Gramophone spoke and sang with absolute accuracy in English, French, German, Italian, Spanish and Russian. No flaw could be found in the reproduction of accent or intonation, the records being played with unimpeachable fidelity. Songs by Melba, Patti, Caruso and others were given, and were surrounded by an air of reality by the aid of limelight portraits of the artists, shown at the side of the instrument. The recital and lecture were both highly successful.

The suggestion has been made that the heads of the department of education might well give their serious consideration to making use of the Gramophone as a means of training the ear in the study of foreign languages. It is an excellent idea, and one that should be vigorously followed up by the company concerned.

**The General Phonograph Co.**

"Now, Mr. Latham, I would like you to inform The World readers of the latest events concerning the products of your company." "Yes? Well, now, the best news that occurs to me just at the moment is that we have now doubled the producing capacity of the factory, which is continuously at work night and day, turning out the White records as fast as possible. Even with our greater manufacturing facilities we cannot catch up on the orders in hand, but it will ease matters to some extent. The demand is a daily one, every post brings orders, and it is gratifying to observe that many orders are being placed by foreign and colonial dealers." My informant continued: "We are issuing many new show

cards of an original nature, both in respect to the wording and design. Letters of appreciation still reach us, and it is evident the public demand will be well maintained." A fine new list of record titles will be found in the company's advertisement.

**Trade Conditions in North Wales.**

The winter season has up to the present always been associated with the best talking machine sales, but the old order changeth in North Wales. A dealer located there has just written the General Phonograph Co. that summer is the best time for sales. He is evidently situated in a little out-of-the-way place that is practically deserted in the cold season.

**Cromelin's Speech Much Noticed.**

The complimentary dinner to Mr. Marconi in New York in celebration of his association with the Columbia Phonograph Co. and which furnished the occasion for some exceedingly interesting speeches, as noted in The World, have been much remarked here. The remarks of Mr. Cromelin, vice-president of the company, are particularly significant, forecasting, as they do, the probable future of the talking machine. The following quotation from Mr. Cromelin's speech has been specially noticed: "It is not disputed that a talking machine without a diaphragm or other medium than the air is actually possible and practicable. No needles, no friction, no noise. Be on the lookout for it, for it surely is coming. The future offers much more of a field for inventive effort and application than has been covered in the past. The surface has hardly been scratched. I have an abundant faith in the lasting quality and permanency of the talking machine enterprise. I have little faith in the permanency of the present forms of either machines or records, and I seriously believe that before the works of Marconi and his contemporaries become history, present-day talking machines and records will be looked upon as curious specimens in the evolution of the art, much

as we to-day consider the Edison tin-foil phonograph and the original Bell and Taintor treadle-graphophone."

**Unique Acknowledgment Card.**

A most unique acknowledgment of order card has been issued by the well-known and popular Charlie Howell. When on the continent our friend had his photo taken, showing, of course, the usual continental smile. This has been reproduced on the card together with a contrasting photo of his appearance when in London. One shows the man of business, the other the man of pleasure. The idea is amusing, but it is not without its value from a publicity point of view, as such little departures from the ordinary cut-and-dried business methods, tend to remind us that the firm are alive and are ready to handle another order.

**Singophone, Ltd., Succeed Bruce & Co.**

I am advised that the business hitherto carried on at 151 High Holborn under the name of David Bruce & Co. will in future be transacted by the newly registered company, Singophone, Ltd. With a capital of £5,000, the new concern will be in a position to push more vigorously the patents they control.

**Some Specially Fine Imperial Records.**

The November list of Imperial records (Cook's Athletic Co.) includes some very fine violin selections by Harold Eisenberg and Frederic Voelke. There is also listed some splendid duets by favorite singers and a French-Canadian song by F. A. Archambault. Henry Burr's "Teasing" and "Battle Cry of Freedom," which I had the pleasure of listening to, are both rendered in a clear and perfect manner, and there is a noticeable absence of all foreign noise. Messrs. Cook are working at high pressure, which says enough for splendid sales.

**The "Beka" International Record Catalogue.**

Undoubtedly the finest, most comprehensive and up-to-date record catalogue issued for some

"BY TEST"—"THE BEST"

# "WHITE" RECORDS

"WHITE" RECORDS  
"WHITE" RECORDS  
"WHITE" RECORDS  
"WHITE" RECORDS

We wish to call *special* attention of *colonial* dealers to the fact that the "*White Record*" is of *British* manufacture, and the purchase of this record means the saving of duty, owing to the *preferential tariff*.

The four principal points of the "*White Record*" are sound well, wear well, look well and sell well. Quality unsurpassed, reproduction perfect. *Make a note* of these points.

"WHITE" RECORDS  
"WHITE" RECORDS  
"WHITE" RECORDS  
"WHITE" RECORDS

**RETAIL PRICE, ONE SHILLING EACH**

WRITE US FOR LISTS AND FULL PARTICULARS OR FACTORS

**THE GENERAL PHONOGRAPH CO., Ltd.**

26 Euston Bldgs., Euston Road, London, N. W., England



## FROM OUR LONDON HEADQUARTERS—(Continued.)

time, is that emanating from the now famous Beka Record Co., of Berlin. The title, "International," will of itself convey to the mind some idea of the far-reaching associations this catalogue embraces. Original records have been made in all the principal European countries. The list of selections covers all tastes from classical to comic, and the whole are systematically tabulated and arranged, according to class and country, under their particular headings. I do not know how many—it would take a day or more to count—but the "titles" in this book must reach many thousands. Just think of the amount of time, trouble and expense involved in obtaining and recording all these selections, and the enormous quantities of patience required to compile such a unique catalogue as the one under review, and—well, I am rather inclined to the belief that some of us would have had enough "thinking" to last for the rest of our earthly term. And yet, there it all is, contained in this one book, which can be had by application to the company's offices in Berlin. As a last word or two, I would say that the general get-up is without a fault, the printing is good, on fine art paper, and the excellent, not to say very pertinent design on the front cover, speaks of a very clever brain among the Beka Record Co.'s members. An idea of the scope of the Beka records can be gleaned by a perusal of their advertisement on page 20 of this issue.

**Columbia Co. in Their New Quarters.**

During the past month the Columbia Phonograph Co., General, have taken up their abode in their new premises at 64-66 Oxford street, just above Tottenham Court Road, and the crowd of people always to be met at this busy point have watched, with undisguised interest, the transformation of the empty building into an attractive depot stocked with inviting goods. The advertising value of the new establishment has thus been early demonstrated. Meanwhile business has proceeded apace within. The staff have found themselves most comfortably housed, with every facility at hand for the efficient discharge of their respective duties. Every department, however, has not moved west, and, while headquarters are to be at Oxford street, the company will still utilize their city premises in Great Eastern street.

**Grand Prize for Columbia Exhibits.**

The adjudicators' awards at the Milan Exposition give grounds for congratulation to the Columbia Phonograph Co., General. The Columbia

exhibits have gained the grand prize, and the company have thus added another link to their unbroken chain of unrivaled exhibition successes. Needless to say, the Columbia people are very gratified with the triumph.

**Turning Out Disc Records.**

The Columbia Co.'s London factory is turning out disc records at a great rate. The new plant, including the necessary hydraulic presses and other costly and up-to-date machines, is quite completed, and the company are therefore thoroughly well equipped for big business. Like the "Symphonic" and "Lyric" gold moulded records, Columbia discs now come under the denomination "Made in England," and the nearness of the source of supply is a guarantee of prompt execution of orders.

**IMPORTANCE OF DRIVING BELT.**

**A Good Many Machines Spoiled by an Ill-Fitting Strap—Some Pertinent Pointers by Philip Neal, the Talking Machine Expert.**

(Special to The Talking Machine World.)

London, England, Nov. 3, 1906.

Philip Neale, the talking machine expert, contributes the following talk on "Driving Belts" to The World, which will doubtless interest its many readers throughout the world:

"A good many machines, and I may add some of the best, are completely spoiled by an ill-fitting strap, an uneven strap, a crooked pulley, etc. This is noticeable in records of a lady's voice. You are listening, say, to Mme. Narelle singing that beautiful song, "Silver Threads Among the Gold." You notice every few words a slight failing of her voice, the more educated you are to good singing the more you will notice it, and if you think your machine is the cause, where would you look for it, not to that innocent little piece of leather. You go at once to the motor; you fancy a wheel touches at each revolution, perhaps a faulty tooth, or the spring wants oiling; but should you happen to examine the strap you will find a bad join, a part of the strap thicker than the other, or uneven sides sometimes. If the strap is all right, you will find the little pulley which "takes up the slack" is not working freely; but whatever fault you find, that fault will be more or less noticeable in the singing, because it is directly connected with the cylinder.

You go to the phono. repairer, whether amateur or not. I will explain this little pulley.

You will notice that the outside, upon which the strap runs, is oval in shape. This is done to encourage the strap to keep to the middle and not run off, because the strap will always run to the largest part of the pulley. It also, if properly adjusted, will keep the strap running in its proper place on the cylinder and driving wheel. To remove oil from the strap, wash it in benzoline. To join a new or broken strap trim the ends and cement with mendine. Use a thin strap, especially for the Koh-i-nor type. Of course, there are other causes for flat notes in the singing, but they are more easily detected, i. e., the feed screw too tight, cylinder ditto, motion wheels uneven, feet nut not true on the thread, especially in the "Home" machine; but I will deal with these more fully in my next article, "Governors of All Machines" (illustrated), which I think will interest the Talking Machine World readers. I shall explain with illustrations how the governor of the Koh-i-nor, although, properly made, is put together wrong, always has been, and, I suppose, always will be. Take the "Gem," for instance. Why is the little pulley put on the down-hill side of the stop different to all other machines and decidedly wrong."

**PATHE FRERES ADVANCE.**

**This Distinguished House Issues New Goods—New Disc Record and Machine—A New Sound Amplifying Device.**

(Special to The Talking Machine World.)

London, England, Nov. 4, 1906.

Sometime back it was announced that the famous house of Pathé Frères, London, would soon place on the market entirely new goods. In the case of the forthcoming manufacture of disc records, we were promised certain improvements in the recording system that would practically cause a revolution in the trade. Then again many whispers were in the air of a special arrangement and other new departures in connection with their machines. We waited, and we were not disappointed. All promises have now been fulfilled, and to-day sees great advances, both in the new cylinder machines and tonal qualities of the records, while we have also a new departure in the shape of disc records and disc machines. Such is the general information, and in order to obtain detailed particulars I sought an interview with Mr. L. H. Courant, who courteously supplied news of much interest to The Talking Machine World. "Yes," said Mr. Cour-

**The Russell Hunting Record Co., Limited****MANUFACTURERS OF THE "STERLING" RECORD**

ARE THE LARGEST MANUFACTURERS OF RECORDS IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the "Michael Casey" Series.  
**WE GUARANTEE EVERY RECORD TO BE PERFECT.**

**"STERLING"**

GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

**THE RUSSELL HUNTING RECORD CO., Limited**

81, City Road, London, E. C., England

**Electro-Mechanical Engineering Works**

211 HACKNEY ROAD, LONDON

EXPERTS FOR RECORDING, DISCS & CYLINDERS  
DUPLICATING and MOULDING  
Try our London Popular Record

**PHILIP NEALE,**

**PHONO. EXPERT,**

5 Chalk Farm Rd. LONDON, N. W.

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

**Have You a London Representative ?**

If your goods are not represented in this market, they should be, as there is a good opening for smart American Talking Machine Accessories or Novelties. Communicate with Box 100, Talking Machine World, office, 69 Basinghall Street, London, England.

**LATEST NOVELTIES**

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small Phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled. Factors should write for sample and wholesale prices, to

**G. W. CORDOCK & CO.**

High Street, Scunthorpe, Linc's, England.



FROM OUR LONDON HEADQUARTERS—(Continued).

ant, "it is some time now since we took over the British interests, and although our new goods are but now ready, we have been very busy in the meanwhile, making a change here and an improvement there, until our whole organization has reached that pitch of excellence which enables us to offer a business service of the very best type." In answer to a question came the reply, "We have made arrangements to still further extend the cylinder record and machine departments, and so our facilities in this direction will be much appreciated by our phono customers; but as the trend of the times calls for flat records, and the demand is increasing each week, we decided to place both a disc record and machine upon the market. To deal with the record first, I may say it is based upon an entirely new principle of recording, whereby sweetness of tone rules all through. I myself can heartily confirm this latter statement, as each one of the records I heard were characterized by a richness of tone and complete absence of blasting or metallic sound. One peculiarity of this new recording system is that instead of commencing on the outside edge of the record each selection starts from the inner or center line. As for artists such talent as Miss Ada Crossley, Kirkby Lunn, Ben Davies, Delna Ancona, Caruso, Noté Alvaraz, etc., etc., and many others equally well known, help to provide records suitable to all tastes."

The new disc machine has a most handsome appearance, and is fitted with a specially strong motor and artistic flower horn. The sound-box is excellent, and is fitted with a sapphire pointed needle of the best quality. Details will be sent to all dealers who make application to the company (see advertisement in our columns). A new sound magnifying innovation of much interest was also shown to me. It consists of a patent device attached to a peculiarly constructed speaker fitted with a sapphire point only. Connected to the reproducer is a long tube through which air is pumped by a small electric motor. The air current forces the sound waves much more strongly against the diaphragm, the increased agitation of which provides a volume of sound great enough to be heard a quarter of a mile away; and with all this powerful volume the quality of the tone is just as pure and sweet, if not better in this particular, than with an ordinary reproducer; in fact, it is absolutely lifelike and fully comes up to what the manufacturers claim. I was informed that dealers would be placed upon most advantageous terms, and full particulars will be sent on receipt of card at the company's warehouse in Lambs Conduit street London, England.

## AN INTERESTING SUIT.

Edison Bell Co. on Suspended List—National Phonograph Co.'s Action—Judge's Extraordinary Remark on Trial of Suit.

(Special to The Talking Machine World.)

London, Eng., Nov. 7, 1906.

Described by counsel for the defense as a case containing the charms of novelty and ingenuity, was the action brought by the National Phonograph Co., Ltd., against the Edison Bell Consolidated Phonograph Co., Ltd., to recover damages for the loss of trade alleged to be due to the conduct of the defendants. It was stated that the Edison Bell Co. had been placed on the plaintiffs' blacklist, but despite this had obtained 700 of their phonographs. They were procured through the plaintiffs' agents, who acted either in ignorance or in deliberate breach of their agreements with the plaintiffs not to supply anyone on the "black" or "suspended" list. The defendants paid full trade prices for the machines, and it was not alleged that they had sold under price to the public. The grievance was that they had sold their own records with the machines, and that the plaintiffs accordingly lost a profit they would otherwise have made. It was said that the sale of records was the most profitable part of the business, and that the loss in connection with the 700 machines was £660. It was also claimed that the action of the defendants had been detrimental to the general sale of plaintiffs' machines, as people, thinking they could get them from the Edison Bell Co., would go there, and then probably buy one of the defendants' machines instead.

His Lordship, Mr. Justice Joyce, suggested that the falling off in business might be accounted for by the fact that "thousands of people may be getting tired of such nonsense."

The defendants denied that they had done anything wrong. Judgment was reserved, His Lordship remarking that it was a curious case.

## LATEST ENGLISH PATENTS.

Compiled for the Talking Machine World by an Expert in London—Will Give Americans an Idea of Developments on the Other Side.

(Special to The Talking Machine World.)

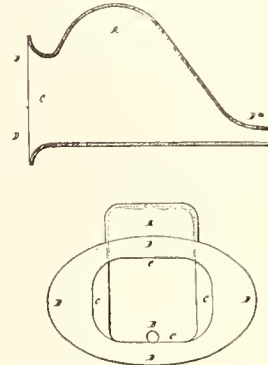
London, England, Nov. 6, 1906.

The following list has been compiled exclusively for The Talking Machine World by Cassell & Co., 90 Chancery Lane, to whom inquiries relating to all patents should be made:

No. 7472. Dated March 28, 1906. Complete

patent accepted October 4, 1906. Ferdinand von Madaler and Neophone, Ltd., "Improvements in and Apparatus for Sound Reproducing Machines."

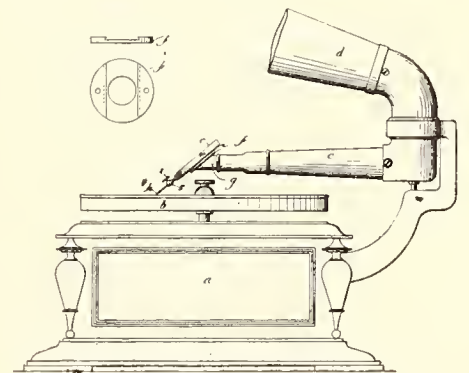
The object of this invention is to provide means whereby Edison phonograph or hill and dale cut records may be reproduced by means of a needle or fine sapphire point fitted at the edge of the diaphragm to a connecting bar as in the case of the Berliner records.



As shown, the needle or pointed sapphire h is fitted by a screw l at the edge of a diaphragm to one extremity of the usual connecting bar communicating with the diaphragm. In order to accomplish the object of this invention, the face of the diaphragm is placed upwards with the needle or sapphire extending

from its edge from the lowest point of the diaphragm so that the common plane of the diaphragm and the needle is inclined at an angle of 45 degrees to the approaching track of the record when being reproduced. The diaphragm sound box e is then connected with the sound arm c by means of a short tube g provided with a plate k sliding into a grooved plate f screwed to the back of the diaphragm sound box.

No. 1531. Dated January 20, 1906. Complete patent accepted October 4, 1906. George Henry Young's "Improvements in Horns for Phonographs, Gramophones and the like."



The object of this invention is to so shape the horn that space within it equivalent to the human palate or the belly of the violin is provided in which the sounds produced may be properly developed and a closer reproduction of the original in regard to quality and timbre be attained.

As shown, a chamber A is formed between the

**CARL LINDSTRÖM, G. m. b. H.**  
BERLIN

*LARGEST Continental Manufacturer of All Kinds of*

**TALKING MACHINES**

**Best Quality**

**Best Workmanship**

**Best Value**

Agent for England and Colonies:

**O. RÜHL, 6 and 7 Red Cross St.**  
**London E. C., England**

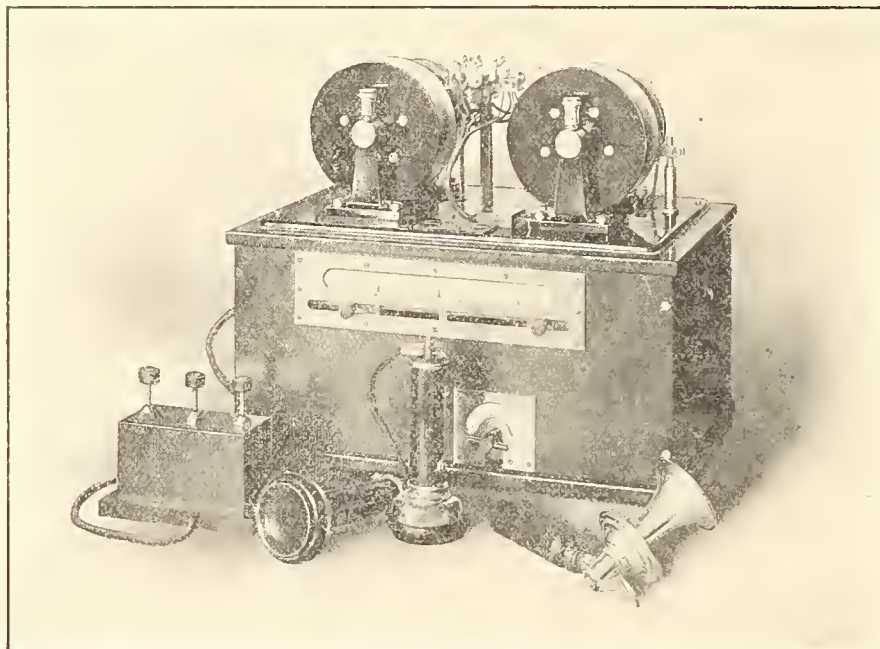
To whom all inquiries should be addressed



# An Unusual Opportunity For a Small Investment

**Buffalo Times**—"The one weakness of the telephone as a means of communication—that it keeps no record—has been eliminated."

**Washington Post**—"There is no scratching sound, the words coming from the machine as clearly as from a human throat."



**Cleveland Plain Dealer**—"A thoroughly practical piece of office equipment, for which the demand has already outrun the supply."

**Pittsburgh Gazette**—"Promises to make as many fortunes as were made by the Mergenthaler typesetting machine."

Had you invested only \$10 in Bell Telephone stock a few years ago you could sell your interests to-day for more than \$20,000. Such opportunities for fortune-making investments occur only once or twice in a lifetime, when some great practical discovery is made which like the telephone, is susceptible of a "basic patent," securing to its owners an absolute and legitimate monopoly.

Such an opportunity is now open to the first few investors whose quick intelligence will enable them to see the vast practical usefulness of the

## Telegraphophone

The general interest in this epoch-making invention has grown day by day until it is now the most earnestly discussed device in scientific and commercial circles throughout the world. This is because men realize that the practical usefulness of the TELEGRAPHPHONE will quickly make it a coveted thing

for every man who has a telephone,  
or owns a typewriter,  
or employs a stenographer,  
or enjoys amusement,  
or wishes to learn a foreign language,  
or is deprived of his eyesight,  
or writes letters,  
or sends telegrams.

The TELEGRAPHPHONE has a broader field and a greater future than the telephone, the telegraph, the typewriter, or the phonograph, because

It renders a telephone conversation as tangible and as safe as a written contract,—

It supplements greatly both the wire telegraph and the wireless,—

It supersedes the phonograph in the office and in the home,—

It is not only a wonderful saver of time, but also a great convenience, and insurance against error, both for the correspondent and the typewriter.

**LARGE CLAIMS?** Yes, but you will agree that these are modest claims when you have seen this perfected machine in operation and perceived its marvelous capabilities. Every one of these claims will be demonstrated to your entire satisfaction.

The U. S. Patent Office will tell you that practically all patents issued are based upon improvements or modifications of some already known scientific or mechanical device, but that the TELEGRAPHPHONE is one of those rare instances of a discovery susceptible of a "basic patent," because it embodies entirely new principles of applied science. It is an application of electro-magnetism by which sound waves, even those produced by the minutest whisper or respiration, are electrically projected into the mole-

cules of steel, there to remain and be reproduced at will. There have not been a dozen basic patents of importance issued in the last quarter of a century, and without a single exception such basic patents (legitimate monopolies) have made vast fortunes for early investors.

A limited portion of the treasury stock in the American Telegraphophone Company will be sold to the earliest applicants at \$10 per share. Each subscriber will be limited to a few shares, because the more investors we have, the more general will be the interest aroused in the Telegraphophone. **THERE ARE NO PREFERENCE SHARES AND NO BONDS—ALL SHARES ARE ALIKE AND EACH SHARE CARRIES WITH IT THE RIGHT TO VOTE**, so that with a single share you will have every right, privilege and protection possessed by any other stockholder, and being in at the birth of a great industrial business, you can not only watch it grow, but also assist in some measure in your own community, until the TELEGRAPHPHONE surpasses in magnitude, as it surely will, such vast interests as the Telephone, Air-brake, Phonograph, Sewing-machine, Kodak, and many other industries which originally started in a small way, but by real merit have achieved enormous power in the commercial world.

The net proceeds of the present limited sale will be devoted entirely to manufacturing and to enlarging and equipping the plant for the manufacture and sale of the TELEGRAPHPHONE. The instrument has met with an immediate demand of surprising proportions—orders having already been received for a number far in excess of the factory's utmost capacity of production for many months to come.

We invite your fullest investigation. If you cannot call to see the TELEGRAPHPHONE in operation,

### —THEN CUT OUT THIS BLANK AND MAIL IT TO US TO-DAY—

With your permission, we should like to mail you, entirely at our expense, an illustrated booklet describing the Telegraphophone, and pointing out some of the far-reaching influences which this unique invention is already beginning to exert upon scientific, social and commercial life. To avoid all chance of error or delay in forwarding this booklet to you, please write very plainly:

YOUR FIRST NAME SPELLED OUT:	MIDDLE INITIAL:	YOUR LAST NAME:
MR., MRS. OR TITLE: YOUR MAIL ADDRESS (P. O. BOX, OR STREET AND NUMBER)		
YOUR RESIDENCE (CITY AND STATE):		[K 651 B R]

Our object in the free distribution of these interesting booklets is primarily to inform the public of the practical capabilities of this remarkable discovery, and so by returning this blank, with the particulars asked above, you will be placing yourself under no obligation whatever to us. In the belief that you will wish to take advantage of a most unusual opportunity to make a small, safe and very profitable investment, we will mail with the booklet full information as to how you may secure a few shares of a limited issue of treasury stock, which is about to be made.

**STERLING DEBENTURE CORPORATION.**  
36 Wall Street, New York.  
F. C. MACLEAN, Manager.



apex of the horn and the mouth thereof. This chamber approximates in width to the ordinary horn, but rises greatly into a more or less semi-circular chamber above the normal horn, the chamber developing in returning curves upon the one side of the apex B and upon the other to the mouth D of the horn. Between the chamber and the actual mouth of the horn is a throat C of somewhat lesser area and beyond this throat the horn is expanded into an elliptical mouth D. The horn is preferably made of thin glass.

### MR. LONG NOT MR. MALYON IS MANAGER.

To the Editor Talking Machine World:

Dear Sir—I notice in your issue of September you mention my name as manager of the Zonophone Co. This is incorrect, as this post is filled by Mr. Long; will you kindly mention this in your next issue. Yours respectfully,

T. MALYON.



## A Victory Cash Register

is the main function to a successful business man.

To obtain one does not mean that you should support the monopolist's large selling force by paying an exorbitant price for a cash register. You need a machine that will account for the various business transactions and correctly register your "Cash Sales." A Victory, with a two years' guarantee, will do it. Send for Catalogue.

Price of "Victory" \$65.00

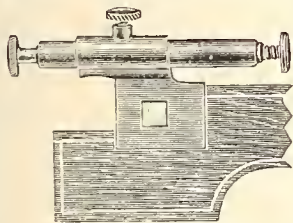
"Victory Jr." \$40.00 Less 10% for Cash

Easy Payments It Desired

**H. C. MEHDEN**

Phone 3445 Columbus 145 Amsterdam Ave., New York

## JUST OUT PRUDON'S STOP GAUGE



For Phonographs.

An attachment for repeating Records from the exact place where the piece begins. Nothing better for Dance Music.

Home and Standard, Price 75c. Triumph, " \$1.00

In ordering state if Old or New Models. Order through your jobber.

L. T. PRUDON, Mfr., 921 Demott St., W. Hoboken, N. J.



## IF YOU Are looking for the Best in Band Instruments

it may interest you to know that hundreds of American Musicians are patronizing

**The House of York**

with eminently satisfactory results.

The above-named firm manufactures nothing but the Very Best that is produced in the brass instrument line, and its productions include not only Cornets, but Trumpets, Horns, Trombones, Tenors, Baritone, Bases of all kinds, and even Drums, which the firm is now featuring with unprecedented results.

A very handsome Illustrated Catalogue of the York Instruments will be mailed free of charge to any one requesting it; also catalogues of Music for Band or Orchestra, each containing sample parts for Cornet or Violin, as the case may be. Simply write your request, with correct address, on a postal card directed to

**J. W. YORK & SONS**  
GRAND RAPIDS, MICH.

## CHRISTMAS TIME.

The Talking Machine Dealer Should Not Overlook Its Opportunities.

Are you preparing for Christmas, Mr. Dealer? There is a great deal to be done if you wish to profit by the elixir of good cheer with which the air is filled at Christmas time. It is customary at this season for the public to put on its "glad rags" and go shopping, gladness in its heart and a well-filled pocketbook in its inside pocket. And on what mission is it bent? Why the congested thoroughfares and the crowded stores? Christmas presents are being sought, and it is "up to you," Mr. Dealer, to share in the prosperity that comes of this holiday buying.

To do this you must get in touch with your customers, and convince them that talking machine records make appropriate Christmas gifts and that you have a large supply especially adapted to that purpose.

Then you should make an appeal to the general public residing in the neighborhood of your place of business, asking them to call and be convinced of the wonderful entertaining qualities of the talking machine. Announce a free concert by way of introduction; that will bring them to you; then demonstrate in the most minute detail the fact that the talking machine is positively the only instrument in existence which will give with absolute naturalness of tone every musical instrument, the voice of every well-known singer, the mighty blare of the great concert band, or the soft, delicate melody of the symphony orchestra.

The following is suggested for such an appeal, either in the form of a circular letter or an advertisement in a local paper:

Have you decided upon your Christmas gifts? Before you come to a definite conclusion regarding them, we beg to inform you that there is nothing you can select for your dear ones which will prove so satisfying during the long evenings this winter as a talking machine.

You will admit, we hope, that an instrument which will bring Sousa's band, the voices of our great Opera and Concert singers, the funny sayings of Minstrels and Vaudeville artists; in fact, all the mirth melody, and oratory of the theatre into your home, is worth careful consideration, to say the least.

Ah! you marvel! And well you may. But this statement is true, notwithstanding, and we will deem it a very great pleasure to demonstrate its truthfulness to your entire satisfaction if you will kindly afford us the opportunity.

If you would make your home a place of entertainment, better than Club or Theatre, and at a small fraction of the expense of either, you will buy a talking machine.

It is the only solution to the home enjoyment problem.

JOHN JONES,  
No. 23 Broad Street.

An advertisement such as the above will prove effective, and when your callers arrive upon their tour of investigation into the mysteries of the talking machine, in order that they may be duly impressed not only with your goods, but with yourself as well, you must have your store tastefully decorated as befits the occasion. Let the pictures of the talent which adorn your walls be festooned with holly, and the whole establishment aglow with the good cheer of Christmas tide. Then tell them the story of the talking machine from the start to the finish, illustrate its wonderful adaptability to the many fields of amusement, and they will be enrolled upon your book of customers ere they depart from under your hospitable roof.

Here's to you, Mr. Dealer;

I drink this toast to you:

May Christmas find you prosperous

With lots of work to do,

And when the New Year comes around,

May it bring to you so much trade

That you will bask in Fortune's smiles,

Your reputation made.

—HOWARD TAYLOR MIDDLETON.

The Columbia Phonograph Co. have established a department for the exhibition and sale of their commercial Phonographs at their retail store at 872 Broadway. This move has been made necessary on account of the large demand for these machines in the uptown business section of the city. This department will be in charge of H. M. Nicholson,

## A Business Builder



## The "MEGA"

Have your crank customer or critic try a "Mega" in his home.

Get his views on the fibre horn later. We'll rely upon his opinion as an argument why you should demonstrate the "Mega" for your general trade.

It will pay you well to add the "Mega" to your regular line of horns. This assertion is not a matter of biased opinion, but is a fact that is vouched for by many live dealers.

### TAKE OUR WORD FOR IT.

The "Mega" will sell more records than any other horn on the market to-day.

It will interest a prospective machine customer more quickly and make more machine sales than would be possible by using metal.

Your trade will get the best possible results from its equipment with the aid of the "Mega." This means that the user will be interested longer than is usually the case and naturally will result in additional record sales.

These are mutual benefits to dealer and jobber. They cannot be obtained by using metal as a medium.

There is not a dealer to-day who is not willing to increase his business. There is no one, we believe, but who would be willing to test to his own satisfaction a medium which would accomplish this result.

It's a pleasure to have the majority of your trade voluntarily express themselves well pleased and recommend a horn you have sold them.

This has been the uniform experience of all dealers who handle the "Mega."

The fact that some of your trade may have a large metal horn is not a handicap in pushing the "Mega." We have found it to be the case in the majority of instances that the owner of a machine is willing to increase his equipment if he can obtain better results. There is undoubtedly a large field for the "Mega" among the trade you have perhaps equipped with metal. This means you do not have to depend upon initial trade to demonstrate the "Mega."

Let us tell you more about our product in our literature. We shall be pleased to send it to you, if you are interested.

A Type, Style and Price for Every Requirement.



Trade Mark

Registered.

Makers, E. A. & A. G. SCHOETTEL,  
Broad Street, Maspeth, Queens Co., N. Y.





# THE Victorious Columbia

Honored At The Milan Exposition With The

## GRAND PRIZE

There is no better proof of the superiority of the Columbia Disc and Cylinder machines and Records than the fact that when brought into comparison with all other talking machines expert judgment instantly recognizes their superiority.

The award of the Grand Prize at the Milan Exposition is only another evidence of the absolute superiority of the COLUMBIA and follows the custom that whenever the Columbia goods are exhibited in direct competition with all other talking machine goods, they invariably come away with flying colors.

Milan is not only the musical centre of Europe but might justly be deemed the musical centre of the world. To sing at La Scala is the ambition of every musical artist. To be accepted by the critical Milanese music loving public is a voucher for ability accepted the world over.

These facts give a value to the award of the Milan Exposition which would not obtain under any ordinary circumstances. The Grand Prize gives the Columbia Graphophone and Records a supereminence which cannot be challenged or denied.

The medal pinned on the soldier's breast does not make him a bit braver than he ever was before. It only makes public recognition of virtues already existing. In the same way the award of the Grand Prize does not make the Columbia one bit better than it ever was. It always was the first and best talking machine in the world.

The Milan award is another public recognition of the superiority which always existed.

If you don't handle Columbia goods, you don't do yourself justice and you do an injustice to your trade. They are goods that sell better than any others, goods that make lasting friends and constant customers.

Our method of dealing assures you a good profit which is always uniform. When you put in Columbia goods you can count your profits as exactly and as surely as if they were already to your credit in the Bank.

### COLUMBIA PHONOGRAPH COMPANY, Gen'l

90-92 West Broadway, New York

CREATORS OF THE TALKING MACHINE INDUSTRY  
MANUFACTURERS IN THE WORLD

LARGEST TALKING MACHINE  
OWNERS OF THE FUNDAMENTAL PATENTS

GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE





# THE Twentieth Century Columbia Record

 **Half-foot Long** 

IT MEASURES UP TO THE  
PUBLIC'S EXPECTATIONS

Every user of a cylinder talking machine who has heard the new Columbia half foot record wishes that his cylinder machine had a mandrel long enough to accommodate this remarkable record.

The user wants it because it affords him the first opportunity he has had to hear on one cylinder record a **COMPLETE SELECTION**.

He wants it for another reason: every record contains the choicest selections obtainable from the most famous artists of the world.

The **TWENTIETH CENTURY RECORD** marks a distinct advance in record construction.

Very naturally the informed prospective users, those who look around for the best, propose to buy **THE MACHINES THAT ARE PROVIDED WITH THE**

## **EXTRA LONG MANDREL**

accommodating both the Columbia half foot record and the standard size records of all makes.

This is especially true when the buyer finds that these Columbia machines are equipped with the best reproducers, the best recorders, the best motors and the handsomest cabinets.

We have four models equipped with the extra long mandrel: the Peerless, \$40; Sovereign, \$50; Twentieth Century Home, \$75; Twentieth Century Premier, \$100. This "Big Four" is among the Columbia prize winners at the recent Milan Exposition (see announcement on opposite page on Columbia's victory at Milan).

Your advantage in handling Twentieth Century half foot cylinder records and these famous long mandrel machines is plain and clear: **THEY GIVE YOU A CALL ON ALL OF THE TRADE WHICH NO OTHER MACHINES OR RECORDS CAN GIVE.**

In every detail of construction these goods stand alone—Unique, Perfect, Satisfying. The Twentieth Century half foot record appeals to all up-to-date dealers. We have the Twentieth Century goods. Are you a Twentieth Century dealer?

If not write your jobber to-day for Twentieth Century information, or

# **COLUMBIA PHONOGRAPH COMPANY, Gen'l**

90-92 West Broadway, New York

GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

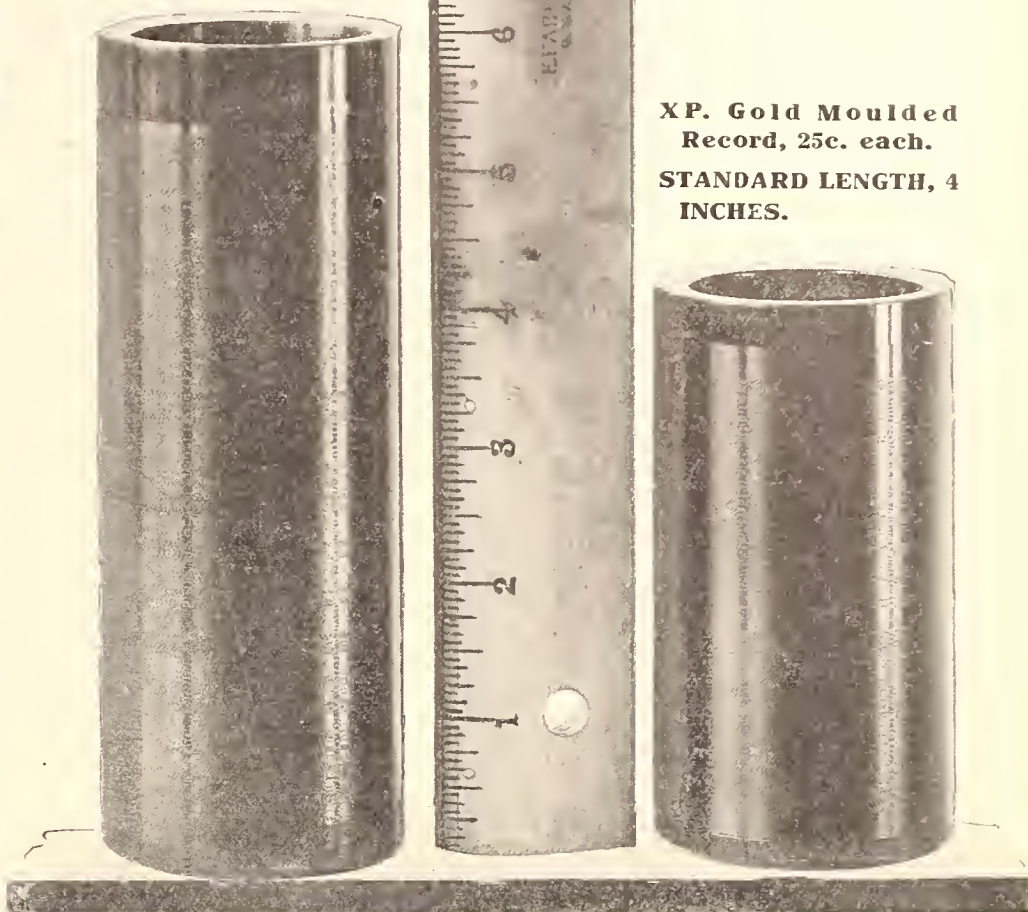
GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE

THE NEW COLUMBIA  
Twentieth Century  
Gold Moulded Record,  
50c. each; \$5.00 per  
dozen.

HALF FOOT LONG



XP. Gold Moulded  
Record, 25c. each.

STANDARD LENGTH, 4  
INCHES.







# MARCONI

AND THE

# GRAPHOPHONE

The greatest inventive genius of the age, Marconi, inventor of the wireless telegraph, has joined the experimental staff of this Company. Do you understand what this means for the

## COLUMBIA

It is the biggest event in all talking machine history. When one realizes what this young wireless wizard has done in the application of electricity to new forms of telegraphy, some idea can be gained of his capacity for doing great things for the talking machine art.

By arrangements, completed with Mr. Marconi, all of his talking machine inventions will be exclusively controlled by the Columbia Company.

Something of vital interest to you may be expected because of this extraordinary addition to our staff.

👉 Here's a tip.—Keep your eye on Columbia for something doing

**COLUMBIA PHONOGRAPH COMPANY, Gen'l**

**NEW YORK**

**CHICAGO**

**SAN FRANCISCO**

**LONDON**

**Grand Prix, Paris, 1900**

**Double Grand Prize, St. Louis, 1904**  
**Grand Prize, Milan, 1906**





## TIMELY TALKS ON TIMELY TOPICS.

"Dubbing" is now talked of in the trade as if no particular offense is committed in its practice. The World has had occasion to refer before to the production and sale of these illegitimate records. There is no defense for those engaged in the manufacture of these spurious goods. On moral grounds the "dubbers" have not a leg to stand upon, and presumptively they are equally culpable in a legal sense. It must be remembered that the only case on record—Victor Talking Machine Co. against Albert T. Armstrong (American Vitaphone Co.)—was carried only as far as the United States Circuit Court, who issued a preliminary injunction, and consequently it was never tried on the merits, because of the defendant's death. In granting the enjoining order Judge Lacombe's remarks are so pertinent as to almost foreshadow what his ultimate decision would have been were further argument heard to make the injunction permanent.

Significant, indeed, are these words. Therefore "dubbers" and their allies, who glibly contend the long arm of the law is unable to reach them in restraint of their nefarious business—for such it may be truly characterized—should give heed ere it is too late. That "dubbing" on a large scale is being considered, if not actually engaged in, the trade seems cognizant of, hence The World's warning. Companies who have expended large sums of money to secure "masters" of the world's great vocal artists will not stand idly by and humbly submit, without even a protest, not to mention a battle royal, against being robbed of valuable property acquired by their enterprise and foresight. Possibly the game so far has been too insignificant to waste powder upon; but in view of possible developments, of which those directly concerned are doubtless aware, what threatens to be a wholesale launching of spurious records may be summarily checked by legal process.

The "lawyers" in the trade who speak lightly of "dubbing," and doubtless believe the manufacture of "dubbed" records is without the pale of the law, should look upon Judge Lacombe's opinion in the foregoing suit, reported in full on page 11 of The Talking Machine World, March, 1905. The "dubbers" and their defenders or apologists, as you please, should "read, ponder and inwardly digest" when reaching that portion of the decision where the judge says: "The

novel and interesting question as to whether the defendants have no right to take the discs produced by the plaintiff as records of a piece of music specially executed and reproduce from them duplicates thereof \* \* \* need not now be discussed. \* \* \* Thus they save themselves the expense of securing an execution of the musical piece by singer or orchestra." It is needless to quote farther, as this is sufficient to indicate the animus of the judicial mind.

Some time ago quite some interest was aroused among the city's theatre-goers by a machine displayed in the vaudeville houses under the title of the Immensaphone. As both the program and announcer informed the audience, the contrivance was built and operated on the principle of the phonograph. It was. Its shape reminded one of a phonograph, and it had a brass horn from which issued instrumental and vocal music. There the resemblance ended. The whole contrivance was an immense "fake," although it fulfilled its mission in entertaining the audience for a quarter of an hour or more. It may be said right here that "home" immensaphones will not make their appearance on the market in the near future, as it has not been found profitable to send the case with a brass band and vocalists out to the consumer at nothing down and a dollar a month.

Much interest is attached to the suit of the Victor Talking Machine Co. against the Keen Co., reported on another page. It is evident the courts are not taking any backward step regarding the enforcement of the principle that a patentee can control the price of his invention under any and all conditions. The defendants were selling Victor records at a price, and contended they could not be enjoined; but they were, nevertheless, and it appears they must have been advised the case would go against them, for they withdrew their appeal and permitted the final decree and permanent injunction to be entered without opposition.

C. N. Andrews, of Syracuse, N. Y., president of the Eastern Talking Machine Jobbers' Association (and by the way, what has become of the organization?), is one of the wealthiest jobbers in the business. At one time he was heavily interested in stock operations, making a fortune, but now he is greatly interested in talking machine affairs, and has been very successful.

Mr. Andrews is a man of strong individuality and force of character, combined with a natural dignity of manner which carries great weight. In addition he has the faculty of making friends, and this combination is hard to beat in any condition of life.

At one time the traveling salesmen had formed an association for "mutual benefit and protection." They were to open headquarters and maintain a place for the "gentlemen of the grip," when in New York, to be perfectly at home. It was a splendid idea, but the practical working out of the scheme has been suffered to lapse for one reason or another.

While the great plant at Orange, N. J., known far and wide as the home of the Edison phonograph, has a diversified product—four separate manufacturing companies operating—85 per cent. of the output is talking machines.

Leading jobbers have requested the manufacturers of disc records to use envelopes for the standard line the same as is done with the high-priced goods. Those broaching this matter propose to have the associations take the matter up and thereby formulate an official request, as it were, for what is spoken of as a very desirable improvement. As it is a number of jobbers are "enveloping" their discs at their own expense, but they believe the manufacturers should do this so as to have a uniform and distinctive cover that the public would learn to look upon as a guarantee of genuineness, even if an additional charge were made.

The progress in talking machine developments are so rapid that one cannot leave the trade for even a comparatively brief time and expect to keep abreast of affairs. This comment was made by a prominent manufacturer, who in engaging the services of a superintendent known for his inventive genius, remarked: "Oh, yes, the gentleman is all right in a way, but he has not kept up with the procession. You see, he was abroad for awhile, and then on his return here became engaged in another line. Well, the consequence was that when he returned to this business so much advancement had been made that he almost seemed a back number. Not but what he has natural aptitude, and all that, still he is not quite in touch, and I tell you no one can afford to lose much time experimenting these days. You have got to be right up to the mark. This is true right through, from manufacturing to jobbing and retailing. Improvements are materializing almost daily, in one way or another, and one must keep in close touch with manufacturing methods and practices in order to produce the right goods."

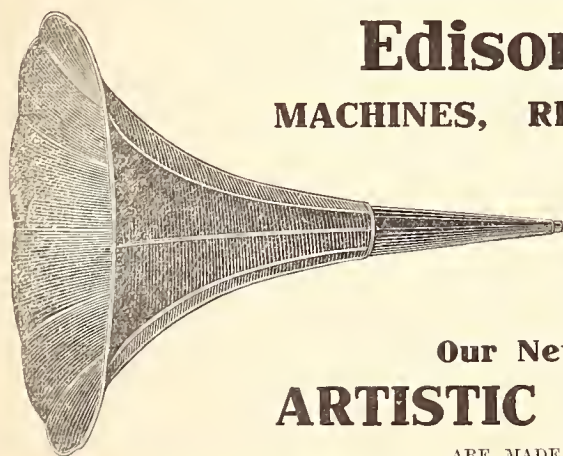
A student of sound, who objected greatly to the metallic ring from the horn of his phonograph, recently discovered a new way of preventing it. He took a half a dozen wooden clips, such as are used to hold paper together, and put them on the edge of the horn. He found it had the desired effect, and recommends their use to all who desire to do away with the metallic tone.

Leeds & Catlin Co.'s new feed device machine is announced as being ready for the market. This old-established company—one of the first to manufacture records—have never made a machine, and this is their introductory in that line. The company are also nearly in a position to furnish round or cylinder records, their list containing selections that will attract attention.

A tall hall (grandfather's) clock, constructed of graphophones and records, is one of the novelties in the window of the uptown branch of the Columbia Phonograph Co., at 872 Broadway. The body of the clock, containing the mechanism, is made of one of the old-style square graphophones. The face is a 12-inch record, the word Graphophone taking the place of the figures, while across the face are the two words "on time." The supports are made of X P records and the base of disc records. A 7-inch disc record forms the pendulum and the weights are made of mandrills of the X P style machines.

## WELLS PHONOGRAPH COMPANY

Wholesale Headquarters for

Edison and Victor  
MACHINES, RECORDS AND SUPPLIES

## "Never Slip" Belt Dressing

For all Talking Machines. Positively prevents the belt from slipping. Thoroughly preserves the leather. Retains its elasticity.

RETAILS 10 CENTS

Our New Line of H and S  
ARTISTIC FLOWER HORNS

ARE MADE IN THE FOLLOWING STYLES:

Brass, nickel-plated and polished outside, brilliant enamel background inside, with or without floral decoration.

Brass, polished outside, brilliant enamel background inside, with or without floral decoration.

Silk finish outside, brilliant enamel background inside, with or without floral decoration.

WRITE IMMEDIATELY FOR SPECIAL PRICES

If you want your orders  
filled promptly, try us

45 North 9th St., Philadelphia, Pa.



# THE PETMECKY MULTI-TONE SELF SHARPENING Talking Machine Needle

Plays loud or soft and intermediate tones with the same needle.  
Sharpens itself. Each needle plays ten records.  
Saves wear on the records.  
Makes disc machines as smooth and scratchless as cylinder machines.  
Makes worn records play without scratch.  
Helps the sale of disc machines and records.  
The only needle that has a character.  
Pays dealers a better profit than any other needle.  
The price is restricted and profits are certain.

## WHAT DEALERS THINK OF PETMECKY NEEDLES:

**The A. Hospe Co. of Omaha, Neb. say:**—"We have tried the Petmecky needles thoroughly. Last week the writer played sixteen twelve inch red seal records with one needle and after the test the needle seemed worn but little."

**The Unique Talking Machine Co. of Houston, Texas, say:**—"We have sold quite a few of your needles and each sale brings others. As to our opinion: we use them on all our high priced records. Did we not consider them the best we would not use them on records worth from \$3 to \$5."

**H. A. Guyon of Red Bank, N. J., says:**—"I have done some investigating with your needles and have come to the conclusion that you have the real thing in needles. I would suggest that you retail them at 25c. per hundred. There is no use throwing a good thing away competing with the needles now on the market when none but yours will play a twelve inch record through distinctly."

**The Huff Music Co. of Bethlehem, Pa., say:**—"The sample needles received. We gave them immediate trial in the presence of a number of persons and the various loud and soft effects produced by the change of fronts is marvelous."

**Harry C. Lansell of Phila., Pa., says:**—"Philadelphia is the home of the Victor and all improvements in anything pertaining to the talkers must have decided merits. Your needle, however, needs no explanation. It speaks for itself."

**Write for free samples, descriptive circular and terms to dealers.**

## DISTRIBUTORS TO THE TRADE:

W. H. & L. C. WOLFE, - Altoona, Pa.  
WALTER D. MOSES & CO., - Richmond, Va.  
SHERMAN CLAY & CO., - Seattle, Wash.  
F. M. ATWOOD, - - Memphis, Tenn.  
THE CABLE CO., - - Chicago, Ill.

THE O. K. HOUCK PIANO CO., Little Rock, Ark.  
THE A. HOSPE CO., - - Omaha, Neb.  
TEXAS PHONOGRAPH CO., - Houston, Tex.  
THE STONE & BARRINGER CO., Charlotte, N. C.  
KOHLER & CHASE, Oakland and San Francisco, Cal.

**THE PETMECKY CO., Manufacturers**  
AUSTIN, TEXAS, U. S. A.



## THE BUILDING UP OF A BUSINESS.

This Article Embodies the Varied Experiences of Several Successful Talking Machine Dealers Interviewed by the Writer Especially for The World.

The first question which must of necessity arise in the mind of the prospective talking machine dealer is where to locate. This can only be determined after a great deal of very careful investigation, for it is practically the key to the situation. If the location is good, the dealer may either succeed or fail according to his aptitude, but if the location is bad, even ability will not suffice, and the business will surely languish. It is imperative, therefore, that a good location be chosen, and in doing this there are two things to consider:

First, the store should be situated along a thoroughfare upon which people are constantly passing.

Second, the people who pass should, in the majority, be those who can afford the pleasure of a talking machine in their homes.

Then there should be something in the adornment of the show window to catch the eye of the beholder and hold it long enough for an image, hazy, perhaps, but nevertheless an image, to be stamped upon his memory and carried away with him in the form of an advertisement for the store from which it is taken.

By this time we will suppose that the site for the store has been chosen and the window decorated along the lines above described, and that the proprietor has a little time to devote to other matters. The first of these should be a catchy advertisement in a local paper. Every ward in our large cities, and every country town has its little advertising sheets distributed gratuitously, and therefore widely read. The rate charged advertisers is extremely moderate, and it will serve the needs of our friend remarkably well, for it will acquaint people with his existence, and the sooner he does that the better. It should be carefully worked up in a way that will attract attention, the following being an idea for such an advertisement:

Next time you stroll down Broad street,  
Stop in at twenty-three.  
We've something there to show you  
That you will want to see.  
We've opened up a brand new store;  
Come in and have a laugh.  
You'll simply have to, when you hear  
Our latest phonograph.  
JOHN JONES,  
Dealer in Talking Machines and Supplies,  
No. 23 Broad Street.  
We will treat you *all right all* the time.

This advertisement could be made even more attractive if accompanied by an illustration of a humorous character, for people will stop to look at a funny picture when they will allow print to pass them by unread.

How would this do?



The dealer will find that the very first insertion will bring him visitors galore, but they will come out of curiosity, and not to purchase. He should not be disheartened, however, but should treat them courteously, playing the part of genial host to the best of his ability. He must render

all selections asked for, and answer all questions, no matter how numerous, and while at first it may seem a thankless task, slowly, almost imperceptibly, there will be growing among his callers an interest in the talking machine which will eventually ripen into purchases.

We have now reached the point where the business should begin to show some returns, and from this time forward it is simply a question of hard work, viz.:

The local advertising should be kept up.

Monthly bulletins should be sent to patrons embodying, in addition to the list of new records, any little hints or ideas which may occur to him from time to time, and which he thinks will maintain the interest in him and his goods. In other words, he should prove himself a progressive dealer.

There is very little more to be said, for after the business is started, and started right, it will run smoothly and with an ever-increasing profit, provided the man at the helm has his eye open for bars and rocks, is optimistic, and steers under a full head of steam straight for the harbor of success.

HOWARD TAYLOR MIDDLETON.

Editor's Note.—There have been a number of editorialettes published in The World during the past few months dealing with hints to dealers which will be of assistance to the new recruit in the "talker" line at the outset of his career.

## A COLUMBIA ENTHUSIAST.

We present herewith an excellent portrait of Mervin E. Lyle, who came to this city on October 1 to take the position as assistant to J. W. Binder, chief of the executive office of the Commercial Graphophone, General, at 353 Broadway.



MERVIN E. LYLE.

Mr. Lyle is a son of the late Mervin E. Lyle, who was one of the founders of the Columbia business, and is a nephew of George W. Lyle, general manager of the Columbia Co. Mr. Lyle has made a splendid reputation for himself, and is a young man of very pleasing personality, and who will without doubt win for himself a host of friends in this city.

## REVIEW OF MARKET CONDITIONS.

With talking machine people trade has improved the past month. No great rush of business with dealers, but jobbers are in a more cheerful frame of mind, with manufacturers in the various branches swamped with orders. The large companies are doing their best to satisfy the demand for goods, but they are still woefully behind; in fact, it is not believed they will catch up on machines and records until after the first of the year.

It is needless to refer to the situation from the point of view of the "big four," as they are running capacity, increasing their factory forces and enlarging plants to cope not only with the present demand, but to provide for what they esti-

mate will be a still further development of the trade.

One of the marked features in machine sales is the astonishing orders placed for Victor Victrolas, the new hornless combination cabinet product of the Victor Talking Machine Co., who admit their inability to make deliveries as rapidly as might be wished, and possibly prayed for on the part of the jobber. The V. V. has certainly made a "ten strike," and imitations are being heard about in the open market.

## TALKING MACHINE GROWTH.

The Latest Figures Issued by the Census Bureau Are Interesting.

The Census Bureau have recently issued some figures on the development of the talking machine industry for the year 1904, as compared with 1900, the last census date. While the growth of the industry has been greatest within the past two years, yet these figures give an idea of the steady advance of this industry. In 1904 there were fourteen establishments engaged in the manufacture of talking machines with a total capital of \$8,740,618. In 1900 the number was 11, and the capital invested amounted to \$3,348,282. The number of salaried officials, clerks, etc., in 1904, was 537, whose salaries amounted to \$666,489, while in 1900 the number was 114, and their salaries amounted to \$119,145. The average number of wage earners in 1904 was 3,397, to whom was paid \$1,683,903 in wages. The wage earners in 1900 numbered 1,267, and the wages paid amounted to \$608,490. Miscellaneous expenses in 1904 amounted to \$1,653,762, and the cost of materials used to \$4,161,136. In 1900 these amounts were \$215,401 and \$827,520, respectively. The total value of the product in 1904 was \$10,237,075, while in 1900 it was only \$2,246,274.

## ORATORIA BY TALKING MACHINE.

In recent issues The World has referred to the production of opera through the medium of the talking machine and we have now to note another advance, namely, that on October 14 "The Messiah," Handel's immortal work, was given by means of the Gramophone to a large and enthusiastic audience at Halston Hall, Weybridge, England, and a week later another performance was given at Queens Hall. The chorus and solo work was admirably reproduced. This marks another artistic advance.

W. A. Mullen is now attached to the commercial system department of the National Phonograph Co., and assisted at the company's exhibit in the National Business Show, Madison Square Garden, New York, which closed November 3.

## COMMERCIAL GRAPHOPHONE WANTED.

WANTED—Commercial Graphophone, Spring motor or electric. "Wholesale," care of Talking Machine World, 1 Madison Avenue, New York.

## ATTENTION MANUFACTURERS!

Correspondence invited with manufacturers of automatic specialties and advertising novelties desiring Western representation. Boyd-Harrison Co., 6 and 8 Madison Street, Chicago.

## WANTED

Will pay cash for some Talk-o-Phones. Straight arm machines preferred. Must be cheap. Communicate at once with "Regular," care The Talking Machine World, 1 Madison Avenue, New York City.

## WANTED IMMEDIATELY—

A young and energetic manager for our wholesale and retail Edison and Victor Talking Machine Departments. Must be thoroughly experienced and reliable. Write at once, giving references and stating salary expected. E. H. Droop, care E. F. Droop & Sons Co., 925 Penna. Avenue, Washington, D. C.



# 4%—PAID EACH MONTH—4%

As sure as the dividends on Government bonds; six times as often and 25 times as much!

The amazing thing is the certainty of it. The more you look into it the more clearly you will see that the proposition is based on demonstrated facts.

We welcome the closest scrutiny. We urge you to dig to the bottom of every phase of this proposition before you invest. There is nothing to guess at. There is nothing to take for granted. But as surely as you do look into it, just so sure will you be that our statement of 4 per cent. each month—PAID EACH MONTH—is far below what the company will really do.

That is what surprises and delights the business men who look into this matter. The shrewder they are as investors, the better they understand what profits are now being made in certain absolutely legitimate lines, the more certain they are to take stock in

## THE MULTIPHONE, That Musical Marvel

### THE MULTIPHONE

is something new and novel. The music it makes is a revelation—rich, sweet and with a tone volume that is unapproached. There is nothing like it anywhere, nothing to compare with it, nothing to compete with it.

In construction it is a monument of simplicity. A large magazine wheel carries twenty-four phonographic records, any one of which may be reproduced at the will of the operator. A nickel starts it. It has an accurate register for recording the number of nickels taken. The power is from a spring motor. One winding is sufficient to reproduce 18 records. The public does the winding, so there is no expense for power.

In appearance striking and unique, it is the crowning triumph of music producing instruments. A massive and magnificent cabinet, standing six feet high and three feet wide, in general design like an old fashioned harpsichord, finished in antique bronze or built of genuine San Domingo solid mahogany.

The front and sides are of French beveled plate glass, exposing the mechanism to full view.

### SMALL CAPITAL

Here is a New York company (capital only \$100,000) that is doing business now, that is making money now, that is paying dividends (from its earnings) of 4 per cent. a month now.

Multiphones are being built as fast as facilities permit.

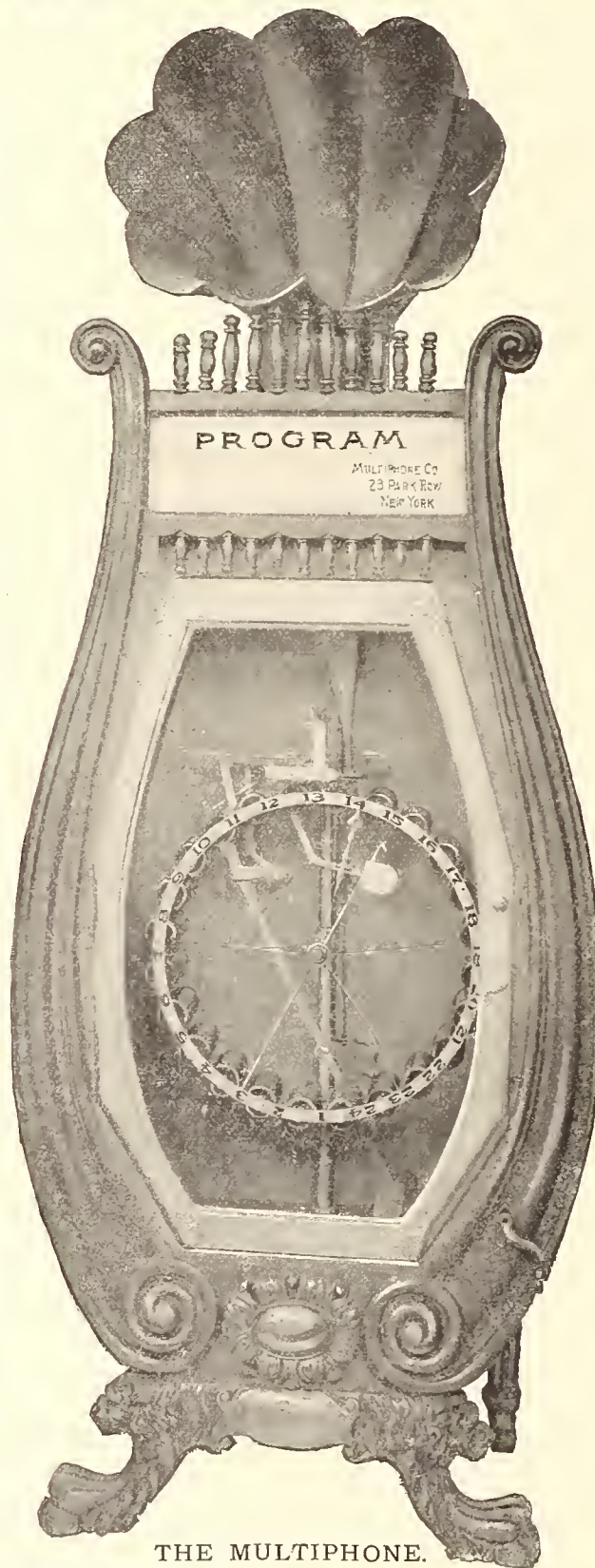
### COST AND RETURNS

\$100 will buy one share, paying \$4 monthly at least.

\$200 will buy two shares, paying \$8 monthly at least.

\$500 will buy five shares, paying \$20 monthly at least.

\$1,000 will buy ten shares, paying \$40 monthly at least.



THE MULTIPHONE.

### EARNING CAPACITY

The actual average earnings of seven instruments we have had in operation as a test for about one year have been at the rate per instrument of .....\$501.00

Per cent. for location privilege.....\$100.00

Cost of records, 2 1/2 per cent.

of intake..... 12.00

Cost of attention, repairs, &c. 25.00

137.50

Net profit for instrument per year..\$363.50

The operating profits are so large as to startle one accustomed to receive the rates usually paid for money invested.

The returns are immediate. There is no preliminary period of non-productiveness nor running expenses to absorb capital.

There is no uncertainty as to cost of production. It is definitely fixed.

Each Multiphone is valued at cost, \$250.00, and its proved net earnings are over one hundred per cent. per annum, fifty per cent. of which is paid to the investor and fifty per cent. to the company, who, by reason of this arrangement, give all services without emolument.

For every \$500 invested two additional instruments are completed and put to earning dividends.

### NO SALARIES

Practically every penny earned is available for dividends, for there are no salaries; there are no expenses; there are no leaks. You couldn't think out a cleaner, squarer, more attractive business. The patrons are pleased, the company is pleased, the public is pleased.

### LITTLE STOCK FOR SALE

Only a small amount of stock is for sale. Only a small amount will ever be for sale. Not a share of it has been sold under par—\$100. If you care to get in on the ground floor of the richest, juiciest business chance that ever came your way—look into this one. We don't want a cent from a blind-folded man—the further back you are from Missouri the better we will like it.

Checks, money orders or drafts should be made out to

## MULTIPHONE OPERATING COMPANY

TELEPHONE, 4109 CORTLANDT

23 PARK ROW, NEW YORK CITY

President, EDWIN J. SELLEY.

Vice-President, PETER J. COLLISON.

WARREN B. HUTCHINSON, Patent Attorney, 141 Broadway, N. Y.

Secretary, WILLIAM H. PRITCHARD.

Treasurer, ISAAC THORMAN.

BANKERS:

Oriental Bank, 184 Broadway, N. Y.

COUNSELLORS:

Bushby & Berkeley, 220 Broadway, N. Y.

PROSPECTUS FREE ON APPLICATION. SEND POSTAL FOR PARTICULARS



**KAISER'S VOICE PRESERVED.**

Prof. Scripture, Who Has Undertaken the Systematic Collection and Preservation of the Voices of the Famous Men of the World, Was Able to Secure Some Very Excellent Records of Emperor William's Voice to be Filed at Harvard University and the National Museum at Washington.

Prof. E. W. Scripture has undertaken the systematic collection and preservation of "the voices of persons of historic, literary, or linguistic importance" by means of phonetic records. The first record actually taken by him for such a permanent archive in America was that of the German Emperor, and in the November Century the professor gives the result of his study of the Emperor's voice. He says: "Through the American Ambassador, Charlemagne Tower, I applied for a record of the voice of the German Emperor, for preservation in durable material in Harvard University, the National Museum at Washington and the Library of Congress at Washington. The record is to be kept as a historical document for posterity. The phonetic archives at the institutions mentioned are to include records from such persons as will presumably have permanent historical interest for America. The importance of the undertaking can be estimated by considering the present value of voice records by Demosthenes, Shakespeare or Emperor William the Great.

"The Emperor consented, and the apparatus was set up in the palace. I asked for four records, one for each of the institutions mentioned and one for my own scientific investigations. The Emperor, however, made only two records, designating one for Harvard University and the other for the other purposes. The two records were made by a phonograph with specially selected recorders on wax cylinders. Such cylinders are of no permanent value because they are often injured by mold, and sooner or later they always crack, owing to changes in temperature."

From each original "master record" a metal

matrix was made by coating it with graphite and then galvanoplasting it. The wax master record was then removed (being destroyed in the process), leaving a mold from which "positives"—that is, copies of the original—could be cast. Durable positives were cast in a hard shellac composition and in celluloid. Some casts were also made in wax, and new metal matrices were made from these. In this manner the following material was obtained: (1) A metal matrix and positive of record No. 1, deposited in the National Museum at Washington; (2) a similar set of record No. 1, deposited in the Congressional Library at Washington; (3) a similar set of record No. 2, deposited in Harvard University; (4) a complete set for both records (a metal matrix and positive of each), which I presented to the Emperor; and (5) a reserve set of both. These are the only records of the German Emperor's voice which exist at the present time. The Emperor declaimed the beginning of the speech made by him at the unveiling of the monument of Frederick the Great near Berlin, and also an original essay.

In explaining the purpose of the collection of which the Emperor's voice is the nucleus, the professor says: "We shall never know how Shakespeare intended Hamlet to deliver his address to the players. He had his own notions concerning his plays, and undoubtedly instructed his actors by precept, correction, and example; but the voice is lost, and all we have to-day are the mere printed words. In printers' ink and metal type we have nothing but the mummy of an author's thought. How much more to us would be Longfellow's Psalm of Life, spoken by his own voice than it can ever possibly be now! What would not the world give for records of the voices of Sophocles, Cicero, Charlemagne, Luther and Washington?"

**EDISON EXCHANGE PROPOSITION.**

The record exchange proposition in effect in this country from October 1 to 6 has been universally proclaimed by the trade to be the most satisfactory of any ever promulgated by this

company. The conditions imposed were all that could be expected. They were easily understood, and compared to the large number of shipments the friction and errors were of no consequence. The number of cut out, surplus and defective records returned by many dealers was surprisingly small for each. The aggregate, however, has given the specially created "exchange department" at Orange a most busy month. Probably two-thirds of our 9,000 dealers took advantage of the exchange proposition and made shipments to Orange. All of these arrived by freight within two weeks. With the arrival of the first shipment a score or more of trucks and wagons were put into commission. Yet at one time fourteen carloads stood on the siding awaiting the trucks and wagons. For a time the local freight officials were literally "up in the air." At the factory the "exchange department" worked like beavers, checking the cases, getting them opened, taking the records out of the cartons, inspecting them and filling in the necessary blanks. It is difficult to imagine in advance the magnitude of a task of this kind. It is practically over now, and since the trade is so well satisfied we are greatly pleased, says the Edison Phonograph Monthly.

An exchange proposition similar to the above was in effect in Canada from November 1 to 6. Its general conditions were the same as in the United States, excepting that the records were returned through R. S. Williams & Sons Co., Ltd., Toronto.

**AN ENTERPRISING KANSAS HOUSE.**

The J. F. Schmelzer & Sons Arms Co., Kansas City, Mo., have fitted up an elaborate talking machine department with three separate rooms for demonstrating purposes. They are showing Victor and Edison machines and have built up an extensive trade in these lines. A unique feature of these publicity campaigns is the sending out of invitations to selected list of Kansas City residents requesting that they call and look over the stock of records. The scheme has proven very successful, resulting in a number of sales.

# WE ARE JOBBERS EXCLUSIVELY

A distinction we wish to emphasize. Your orders, Mr. Dealer, have our first and only consideration and it's dollars to doughnuts we can give them better attention than if our interests were divided. Just bear in mind these few points: Orders are filled the day received; our goods are absolutely fresh, and have never passed through a retail department; and our immense stock, practically unlimited facilities and years of experience, enable us to give you the best possible service. If your record orders have not filled as completely as you would like, **try us.**

**EDISON PHONOGRAPHS AND RECORDS****TALKING MACHINE SUPPLIES****HORNS, HORN CRANES,****CABINETS****EXCLUSIVE DISTRIBUTORS FOR NEW ENGLAND****FOR THE**

## VITAK MOVING PICTURE MACHINE

The only machine of this character selling at a popular price that accomplishes the same results as the higher priced machines, costing many times as much.

It is a most logical companion to the talking machine. Your business does not stop with the sale of the machine, as your customers are bound to come back for films, just as in the case of the records. While in no sense a toy, it is perfectly simple and can be operated by a child.

Retail price, complete, \$6.50

Retail price, films per foot, .10

Write us for circular and Dealer's price and get in line in time to get the Christmas trade.

### The Pardee-Ellenberger Co.

96-104 STATE STREET,

NEW HAVEN, CONN.



100,000 RECORDS ALWAYS IN STOCK

JOBBER

**EDISON**PHONOGRAPHS  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES**Douglas Phonograph Company**

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address: Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

**VICTOR**TALKING MACHINES  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
DISC MACHINES

# DOUBLE STOCK

Last season's experience taught us a lesson. We have twice the stock on hand and have never been so well prepared to fill orders. In buying from us you are sure to receive

NEW—FRESH GOODS.

*Our  
salesroom  
is at the  
disposal of  
dealers.*

*Bring your  
customers  
here, if you  
like.*



*If you have  
a customer  
for a high  
grade  
Cabinet or  
outfit—we  
will help  
you make  
the sale—  
no charge.*

We carry the complete Edison Foreign Catalogue in our usual liberal quantities.

The largest stock of Repair Parts for all types of machines.  
Perfect in Manufacture and Material.

New Price List ready—you should have one.

Don't forget our Record Cabinets are the kind that last.

Worth buying if you sell on installments.





EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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W. N. TYLER, B. BRITTAIN WILSON.

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Chicago Office: E. P. VAN HARLINGEN, 195-197 Wabash Ave.

TELEPHONES: Central, 414; Automatic, 8643.

Philadelphia Office: Minneapolis and St. Paul:  
W. H. PRESCOTT. A. W. SHAW.

St. Louis Office: San Francisco Office:  
CHAS. N. VAN BUREN, ALFRED METZGER, 1635 Van Ness Ave.

Cleveland Office: G. F. PRESCOTT.

London, England, Office:

69 Basinghall St., E. C. W. LIONEL STURDY, Manager.

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**ADVERTISEMENTS**, \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$60.00; special position, \$75.00.

**REMITTANCES**, in other than currency form, should be made payable to Edward Lyman Bill.

**IMPORTANT.**—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.  
Cable Address: "Elbill," New York.

NEW YORK, NOV. 15, 1906.

**T**RADE for the past month has been excellent, and as a result of the energy displayed in the manufacturing department of the industry during the summer, there is no such shortage of stock as existed last year at this time, and while the manufacturers are far behind in their orders, the jobbers do not propose to be caught napping in the same way that they were last season. They have been getting in goods for months, so that the jobbing stocks throughout the country are in fair shape to keep up with the immediate demands made upon them by retailers. Jobbers who last year were practically denuded of stock at this time, are in splendid condition to take care of the needs of their trade with promptness, and judging from the large shipments which are being made there will be a great depletion in the jobbing stocks within the next two weeks.

**T**HERE is an increased demand for the more expensive products, and the real shortage to-day occurs in the higher priced goods. It would have seemed absurd to have predicted a few years ago that hundred-dollar talking machines could not be created fast enough to supply the demand, but such is the case to-day, and on the special products the manufacturers are rushed to the utmost and cannot keep up with their orders. The business over the country looks particularly bright, and our special reports, which cover nearly every important city in America, indicate that talking machine men are looking for an unusually brisk holiday trade. Surprisingly large shipments are being made to the Pacific Coast. The people in San Francisco are not to be daunted by a combination of earthquake and fire, and are clamoring for goods loudly and insistently, and all over the Pacific Coast talking machines are being sold in larger quantities than ever before. In the South, too, they are moving ahead more rapidly than last

year. In this section for a while the trade had been somewhat slow, but it is now showing considerable pace acceleration.

**T**HE Middle West is a splendid talking machine territory, and the dealers there are enjoying a trade of magnificent proportions. Our reports from abroad, too, indicate an excellent business condition, and the music and piano dealers throughout England are now being won over to the talking machine. As an illustration showing the importance of this trade in England we may say that the Gramophone & Typewriter Co., Ltd., of London, last year paid a dividend of 10 per cent., a bonus of 10 per cent., and has in hand, after substantial reductions have been made for depreciation, a sum amounting to about two and one-half million dollars. When concerns of such magnitude can be built up in London, it certainly shows that the talking machine has merits which invite the investment of large capital.

**T**HE commercial machine, too, is steadily winning its way into business popularity. At the recent business show at Madison Square Garden exhibits of the Columbia and Edison business talking machines have been in evidence, and they came in for a large share of attention from visitors, many of whom left orders to have these machines installed in their offices. The business product is as yet comparatively young, but its possibilities in this particular department are almost beyond estimate, and in a few years the commercial talking machine will be in evidence in business offices all over the world.

**W**E are in constant receipt of communications from advertisers who advise us of the excellent results which they are receiving through publicity in the columns of The Talking Machine World. This pleasing state of affairs is not surprising to us, because we know of the thousands of copies of this publication which go forth each month to all parts of the world. There is not a land where The World is not read, and hardly an island of the sea where it is not a welcome visitor each month. Foreign advertisers are beginning to learn that the circulation of this paper is enormous outside of the land over which Uncle Sam maintains law and order.

**A**TALKING MACHINE MAN, who has recently returned from India, writes: "I have been much surprised to find the position that your publication occupies in the Far East, where it is regarded as the greatest publication of its kind in the world. As far as I am able to learn, you have no competitors, and among the European manufacturers I hear nothing but the kindest words for your publication. They frankly say The World is the leader. I wish you all the success which you deserve, and that is a good deal, because you are doing much for the talking machine interests, not only in your United States, but in all other countries where talking machines are sold."

We have made for many months past a careful survey of the talking machine situation in foreign lands, and as a result we may say, without fear of contradiction, that we are sending more papers to the English-speaking countries throughout the world than any other talking machine publication, no matter where published. In Canada, India, Australia, New Zealand, South Africa and South America The

World is particularly strong, and while we are steadily gaining subscribers in Great Britain, we have not made the same advance there that we have in the British colonies, where The World is looked upon as the greatest exponent of the talking machine industry.

**H**ERE is a communication sent us under recent date by the Petmecky Co., Austin, Tex.: "It may interest you to know that we have had replies, and have secured business from our half-page advertisement in The Talking Machine World from all parts of the United States, several from Canada and Europe, and to-day have received one from Delhi, India. We are pleased with the results of the small amount spent with you for advertising, and believe that any one with talking machine goods to sell can get pleasing results if meritorious goods are advertised in your publication."

It is easy to see why Europeans regard this publication with so much favor, and why it is so greatly sought in other countries. A comparison of The World with other publications in its line will clearly emphasize its superiority. There is behind this newspaper institution a thorough and comprehensive newspaper organization which extends to all parts of the globe, and there is no other institution that is spending the money or using the energy to produce a talking machine publication.

It is gratifying to us to see how highly The World is regarded, because it started out with the view of serving the trade interests fairly and helping to build the industry. It is with pleasure that we receive such communications as the following from Australia:

"The last World was the best, and your paper, like wine, seems to improve with age. You don't know what a blessing it is in this country to get such a wide-awake, progressive paper, which contains the news of the world. I am glad to see your English department, because it shows that your progress is of the kind which does not halt on the frontier line of the various countries."

**N**OW that the November elections have been settled there is every good reason why general business should show steady betterment. The last part of October trade in some lines languished somewhat, and as we approach the holiday season it should show the best kind of improvement.

Talking machine dealers, however, should not figure that trade will come their way without effort on their part. A progressive policy should be inaugurated and maintained by every talking machine man in the world. We have been receiving recently some clever forms of advertising which have originated with dealers, and it is such work which brings the talking machine effectively and intelligently before the public, and will win good business for the dealer. It is useless to think that interest in talking machines can be maintained without effort. The leading manufacturers are doing their part in the columns of the magazines of wide distribution, and this work should be supplemented by local campaigns on the part of the dealers.

**T**HE talking machine is receiving considerable free advertising in the columns of the daily papers, owing to the wonderful advance which it has made, and the fact that it is being used in so many ways in our modern life.



# Protected HORN

Save  
Order the

We have made ample preparations to take care of delay in shipments. If you are not familiar with our own interests if you do not handle the SEARCHLIGHT.

**THE SEARCHLIGHT**

753-755 Lexington Avenue,



**Your** \_\_\_\_\_  
**GRADE!**

**It**  
**SEARCHLIGHT**

grade. We can meet all demands made upon us. No  
opposition, you should be. You are neglectful of your

**HT HORN CO.**

gh of Brooklyn, New York



## GOOD REPORTS FROM CLEVELAND TRADE.

Complaints Still Heard of Inability to Secure Goods—November Records Praised—Electric Theatres and Moving Picture Shows Springing Up Constantly—Interesting Chat With Mr. Arnold—May Co. Will Handle Full Columbia Line—Eclipse Musical Co. Improvements—Biograph Pictures to Augment Navy—Price Cutting in the Trade—The Month's News.

(Special to The Talking Machine World.)

Cleveland, O., Nov. 9, 1906.

Business generally among talking machine dealers has been fair for October, and as the season advances is perceptibly improving. Some complaint is heard of inability to procure goods from the manufacturers with that promptness desirable, owing to the large demand. This applies to the machines and accessories more recently placed on the market. The jobbers and dealers are all laying in ample stocks and making preparations for an extensive trade from now until the ushering in of the new year. The November records are accorded universal praise by both sellers and buyers, and are meeting with ready sales. They are so fetching it is simply impossible to resist purchasing.

\* \* \* \*

The electric theaters, moving picture shows, panoramic and other amusement places of a similar nature are springing up constantly in the populous districts of the city. Fortunes, big or little, according to the magnitude of the undertaking, are being developed in their wake. With the addition of every year's education, every year's commercial activity and the unveiling of larger industries, it requires less and less apparently to amuse the public. This is due, perhaps, to the fact that the mind that is highest in poise needs the least in the unusual to turn the current of his thoughts. His already overloaded brain will readily grasp at some inconsequential thing as a laxative.

A large number of these miniature theaters are scattered about the city. Two on Euclid avenue cost a snug sum to fit up, and the rentals are up in the thousands, but they, as well as the others, are doing a profitable business. It really has come to the stage in this city where the man who undertakes to supply the craving of the public for a few minutes' entertainment has a sure thing. The lottery stage has been passed. With reasonable management and a good location dividends are about as sure as taxes and death.

\* \* \* \*

W. J. Roberts, Jr., is doing a nice business, and securing an excellent class of trade. He anticipates a large volume of business during the next three months.

\* \* \* \*

I. R. B. Arnold, proprietor of the stereopticon exchange, No. 45 Sheriff street, has been in the

stereopticon business for a number of years, and is an adept in the business. Your representative called on him a few days ago and asked him in what relation the talking machine stood as an aid to the stereopticon. In a reminiscent mood he said:

"Abraham Lincoln lived less than fifty years ago, and, strange as it may seem to us, never saw an electric light, electric street car, phonograph or telephone. Every new invention creates a demand for others. The world to-day could not dispense with appliances and conveniences that fifty years ago were not known. Not the least useful among these inventions is the talking machine. As a companion to the stereopticon it has no equal. In open air and tent work I have seen people come several blocks to hear what they supposed to be a brass band. It helps to draw an audience and interests people before the entertainment begins, and during the programme there are many things it can do, not simply to 'fill in,' but in the performance of the programme itself. An entertainment is incomplete without a few illustrated songs.

"The talking machine is a very inexpensive member of the company. It runs up no board bill at the hotel, and does not require a railroad ticket as a passenger. As the pictures are projected on the screen it does the singing much better than some member of the company can do it. Especially in connection with battle scenes, its appropriate instrumental music adds much to the efficiency of the programme. The wide-awake exhibitor will find many ways of making his talking machine the most versatile and useful member of his company. I have given over seven thousand stereopticon entertainments during the last thirty years, and since the talking machine came into use have found it to be indispensable to a first-class stereopticon entertainment."

\* \* \* \*

It is the general belief that the talking machine is a medium promotive of pleasure and good feeling generally among those fortunate in the possession of one, or those who are the beneficiaries of its wonderful productions; but there are exceptions, and the disruption of a congregation in a nearby town has resulted from the giving of a picture show, accompanied by music from a talking machine. The resignation of the pastor and the starting of a new

church by the disaffected is the finale of the entertainment.

\* \* \* \*

The Columbia Phonograph Co. recently closed a deal with the May Co., of this city, involving several thousand dollars. The company will carry an entire line of Columbia goods, and do a jobbing and retail business. It is also their intention to carry the Columbia goods in their entire chain of stores at New York, Cleveland, St. Louis and Denver. Mr. Stauffer, the buyer and manager of this department here, says he found it necessary because of the demand for Columbia goods to put in their line. Mr. Stauffer is working on plans to enlarge the present space given to this department to five times its present size, and when completed claims it will be the finest in the State.

\* \* \*

The Eclipse Musical Co. have just completed several decided improvements in their demonstrating and retail departments, and now have a handsomely and conveniently arranged store. "In the past week," said T. H. Towell, manager, "we have sold several Victrolas, and have orders on file which we are unable to fill. Business generally is fairly good with us." The company have on exhibition a Victor Auxetophone, and hundreds who have called to examine and hear it pronounce it without exception the most wonderful musical instrument in existence. "It is a wonderful machine," said Mr. Towell, "and clearly demonstrates the strides the Victor Co. are making over their competitors. I predict a large sale for it, especially to that class of musically educated people whose homes will afford it ample space. We have several prospective Auxetophone purchasers."

\* \* \* \*

As an inducement to encourage young men to join the United States Navy, the naval vessel Wolverine shows biograph pictures, accompanied by a talking machine, of life aboard battleships, scenes of visits to foreign lands and other alluring pictures.

\* \* \* \*

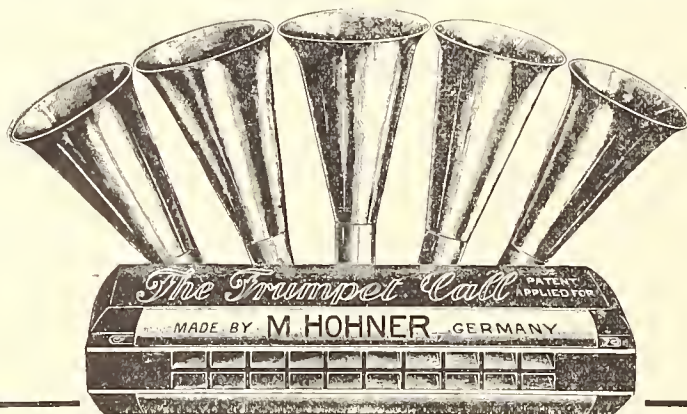
Miss Ryan, in charge of the talking machine department of the Bailey Co., reported business very good, and demand improving. She stated they were selling a good many machines and lots of records, and that the November records were especially fine and selling well.

\* \* \*

A new picture show has been started and is in successful operation at No. 5809 St. Clair avenue.

\* \* \* \*

An old-timer—one of the first phonographs made by Mr. Edison—is on exhibition in the show window of W. G. Roberts, Jr. It was made in 1877, and judging from its looks, weighs 100 pounds. The machine came into the possession



For a Powerful Organ-like Tone the New

## M. Hohner "TRUMPET CALL" Harmonica

Surpasses any mouth-organ that has ever been placed on the market.

No. 220. This instrument which has lately been offered to the trade is endowed with a phenomenal amount of tone power. The reeds are directly connected with a wooden sound-box, into which the tone passes, and finds an outlet through five Brass Trumpet Horns which protrude from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone so wonderfully. In the hands of an expert player this instrument can be made to sound like a church organ. In producing this instrument the house of Hohner has again shown great results from its constant effort to bring the Harmonica on the level with a high-class musical instrument. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert.

**M. HOHNER, 475 Broadway, NEW YORK**

**76 York Street, Toronto, Canada**



of Mr. Roberts about eight years ago, when he first engaged in the talking machine business. It attracts the earnest attention of crowds who stop to examine and discuss the progenitor of the talking machine.

At the store of W. H. Buescher & Son business was reported fairly good and improving. "The prospects are," said Mr. Buescher, "that there will be the usual volume of business this season. We have sold and delivered one Auxetophone, and have secured more orders to deliver as soon as we can get the machines. There is an excellent demand for machines, and the November records are selling rapidly."

Business was stated to be rather quiet at Flesheim & Smith's, though they are having an increasing demand and selling machines all the time. They handle the Zonophone principally, but also have a good trade in Edison phonographs.

Since installing a talking machine department the Smith & Nixon Piano Co. have been doing a very satisfactory business in this line. Mr. Ritter, in charge, said: "Trade is very encouraging. We handle the Victor and Edison machines with a complete line of records. We are getting the business into good working shape. Have sold a number of machines, and records are selling well."

The Columbia Phonograph Co. stated that business was better than it usually was in October. The company are putting in a series of booths for the different machines and records, which will greatly improve their facilities for demonstrating and more readily accommodate the increasing demand.

There seems to be considerable price cutting going on in Cleveland. It is alleged two concerns in the city are offering special inducements in the way of reduced prices on supplies, such as horns, stands, etc., in order to make a sale

of a machine. This price cutting seems to be on inexpensive machines; in fact, they are being offered as low as \$26, complete, including 12 records, machine and a large horn with support, showing the keenest kind of competition.

H. E. Jones, manager of the commercial graphophone department of the Columbia Phonograph Co., says he finds it difficult to cover all of the opportunities for business which present themselves. "The month of October," said he, "showed such an increase of business that we have been scarcely able to keep abreast of orders. During the month we sold outfits aggregating 23 commercial graphophones, with necessary supplies and equipment, to eleven of the most representative concerns in town. At present we have very promising trials in progress in the offices of six of the largest concerns in the city and vicinity, and more in immediate prospect."

Collister & Sayle sell Victor machines and records, and report business fair and demand increasing. They stated the November list of records was fine and selling well.

The Columbia Co. sold Twentieth Century graphophones to two new moving picture people this month. One to Spencer & Shaw, corner of Willson and Kinsmore street, and one to Korach & Loney, on Lorain avenue.

Mr. Evans, of the Ball-Fintze Co., Newark, O., was in the city a few days ago, calling on the trade. Mr. Evans was making the trip for Mr. Neff, whose business engagements elsewhere prevented him from coming.

Mr. Hugg, representative of the National Phonograph Co., was calling on dealers in the city October 18-19. He left with a good bundle of orders.

T. F. Murray, representing the Columbia Phonograph Co., of New York, was a recent visitor to the city. He was the recipient of hearty greetings from the talking machine men.

## OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., August 10, 1907.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

### OCTOBER 8.

Berlin, 244 pkgs., \$2,237; Bombay, 26 pkgs., \$489; Bradford, 27 pkgs., \$188; Bristol, 25 pkgs., \$130; Calcutta 10 pkgs., \$211; Callao, 3 pkgs., \$106; Campeche, 8 pkgs., \$160; Carthage, 5 pkgs., \$230; Colon, 4 pkgs., \$125; 5 pkgs., \$191; Glasgow, 9 pkgs., \$375; Havana, 7 pkgs., \$390; 27 pkgs., \$688; 19 pkgs., \$615; 4 pkgs., \$133; Havre, 11 pkgs., \$329; Leeds, 57 pkgs., \$1,716; Limon, 12 pkgs., \$178; Liverpool, 54 pkgs., \$1,688; 3 pkgs., \$169; 160 pkgs., \$1,205; London, 931 pkgs., \$8,889; 81 pkgs., \$7,943; 22 pkgs., \$1,094; Manchester, 109 pkgs., \$689; Melbourne, 45 pkgs., \$1,195; Milan, 47 pkgs., \$899; Para, 3 pkgs., \$165; Port Natal, 8 pkgs., \$193; Shanghai, 13 pkgs., \$644; Sheffield, 58 pkgs., \$374; St. Petersburg, 14 pkgs., \$491; Sydney, 327 pkgs., \$12,025; Tampico, 4 pkgs., \$310; Vienna, 16 pkgs., \$493; Wellington, 5 pkgs., \$100.

### OCTOBER 15.

Alexandria, 19 pkgs., \$475; Berlin, 285 pkgs., \$6,163; Bombay, 4 pkgs., \$200; Brussels, 200 pkgs., \$2,000; Buenos Ayres, 32 pkgs., \$3,913; 138 pkgs., \$8,217; Calcutta 4 pkgs., \$457; Cardiff, 63 pkgs., \$712; Corinto, 2 pkgs., \$107; Glasgow, 57 pkgs., \$700; Guayaquil, 2 pkgs., \$166; Hamburg 27 pkgs., \$1,200; Havre, 10 pkgs., \$207; Havana 17 pkgs., \$231; Kingston, 2 pkgs., \$223; La Guayra, 3 pkgs., \$190; Leeds, 42 pkgs., \$275; London, 86 pkgs., \$6,953; 1,278 pkgs., \$13,398; 2 pkgs., \$134; 45 pkgs., \$2,792; Milan, 13 pkgs., \$453; Montevideo, 14 pkgs., \$1,458; Newcastle, 71 pkgs., \$446; Para, 11 pkgs.,

## REGULAR AND DECORATED "MEGA" FLOWER HORNS

26"x16 1/2" — JUNIOR AND SENIOR SIZES — 32"x23"

We Control  
The "MEGA"  
in Maine  
New Hampshire  
Vermont  
Massachusetts  
and  
Rhode Island



REG. FLOWER

IN 6 COLORS

DEC. FLOWER

IN 4 COLORS

Attractive Prices  
to the Dealer and  
Jobber. Send for  
descriptive sheets

## NEW MODEL TEA TRAY CRANES

No. 200

No. 228

Ready for Delivery

ALL DEALERS SHOULD SEND TO US

For Our New Up-To-Date List of

"LIVE ONES" 250 BEST SELLING RECORDS  
ON EDISON LIST

## PHOTOS OF THE TALENT

Making Victor and Edison Records. Finely Mounted. Retail 35 Cents Each. Send for List and Dealers' Prices.

## New England Agents for

HERZOG DISK AND CYLINDER RECORD CABINETS

SYRACUSE WIRE RECORD RACKS

RAPKE RECORD TRAYS AND LABELS

H. & S. RECORD AND MACHINE CASES

T. T. CO. METAL FLOWER HORNS

MELLOW-TONE ATTACHMENTS

LYNN RECORD BOXES AND CASES

PLACE AUTOMATIC RECORD BRUSHES

H. & S. UNIT DISK RECORD STOCK RACKS

REPAIR PART CABINETS

Prices on Application

We have on hand the Largest and Most Complete  
Stock in New England of

VICTOR MACHINES AND RECORDS  
EDISON PHONOGRAPHS AND RECORDS

And All Supplies

Our Shipping Facilities are Unexcelled

"PROMPTNESS" IS OUR MOTTO

THE EASTERN TALKING MACHINE CO., 177 Tremont St., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES. Eastern Agent for HERZOG DISK and CYLINDER RECORD CABINETS



\$194; Rio de Janeiro, 10 pkgs., \$304; 10 pkgs., \$1,200; Savanilla, 23 pkgs., \$7,222; St. Petersburg, 20 pkgs., \$877. Sydney, 1,917 pkgs., \$20,073; Valparaiso, 22 pkgs., \$1,410; 2 pkgs., \$126; Vienna, 14 pkgs., \$498; Yokohama, 9 pkgs., \$373.

OCTOBER 22.

Berlin, 236 pkgs., \$2,556; Bombay, 3 pkgs., \$108; Bradford, 50 pkgs., \$485; Bristol, 25 pkgs., \$130; Brussels, 67 pkgs., \$815; Buenos Ayres, 5 pkgs., \$142; 86 pkgs., \$5,127; Cape Town, 13 pkgs., \$568; Cartagena, 6 pkgs., \$624; Callao, 2 pkgs., \$117; Glasgow, 1 pkg., \$602; Hamburg, 10 pkgs., \$290; Havre, 2 pkgs., \$54; Leeds, 97 pkgs., \$621; Liverpool, 250 pkgs., \$2,104; 5 pkgs., \$117; London, 1,080 pkgs., \$14,518; 4 pkgs., \$112; 99 pkgs., \$13,086; Manchester, 158 pkgs., \$937; Newcastle, 76 pkgs., \$481; Neuvas, 7 pkgs., \$100; Pernambuco, 2 pkgs., \$246; Progreso, 3 pkgs., \$122; Rio de Janeiro, 37 pkgs., \$1,897; Santiago, 10 pkgs., \$231; Sheffield, 58 pkgs., \$374; St. Petersburg, 23 pkgs., \$964; Surinam, 3 pkgs., \$239; Sydney, 199 pkgs., \$7,032; Valparaiso, 10 pkgs., \$688; Vienna, 8 pkgs., \$282; Wellington, 8 pkgs., \$180.

OCTOBER 29.

Belfast, 27 pkgs., \$178; Berlin, 240 pkgs., \$2,089; Bombay, 36 pkgs., \$1,957; Bremen, 1 pkg., \$100; Bradford 50 pkgs., \$333; Bristol, 65 pkgs., \$1,530; Brussels, 25 pkgs., \$212; Cardiff, 64 pkgs., \$1,408; Glasgow, 58 pkgs., \$861; Havana, 6 pkgs., \$122; Havre 13 pkgs., \$597; 19 pkgs., \$1,010; 2 pkgs., \$120; La Guayra, 14 pkgs., \$318; Leeds, 99 pkgs., \$1,379; Limon, 8 pkgs., \$189; Liverpool, 278 pkgs., \$1,849; London, 1,251 pkgs., \$16,153; 6 pkgs., \$450; Manchester, 224 pkgs., \$1,325; Manila, 4 pkgs., \$219; Melbourne, 15 pkgs., \$384; Milan, 8 pkgs., \$219; Newcastle, 76 pkgs., \$394; Para, 77 pkgs., \$1,518; Santa Marta, 1 pkg., \$110; St. Petersburg, 21 pkgs., \$787; 9 pkgs., \$275; Sheffield, 57 pkgs., \$365; Vera Cruz, 23 pkgs., \$805.

NOVEMBER 5.

Berlin, 235 pkgs., \$1,938; Beyrouth, 2 pkgs., \$145; Bobay, 30 pkgs., \$413; Bradford, 79 pkgs., \$511; Brussels, 27 pkgs., \$299; Buenos Ayres, 7 pkgs., \$569; Cape Town, 9 pkgs., \$295; Car-

diff, 94 pkgs., \$655; Copenhagen, 3 pkgs., \$112; Delagoa Bay, 3 pkgs., \$115; Glasgow, 29 pkgs., \$286; Havana, 7 pkgs., \$195; 29 pkgs., \$839; Havre, 15 pkgs., \$1,186; Leeds, 97 pkgs., \$562; Limon, 5 pkgs., \$100; Liverpool, 244 pkgs., \$1,758; London, 3 pkgs., \$109; 1,382 pkgs., \$15,868; 42 pkgs., \$5,342; Manaos, 4 pkgs., \$121; Manchester, 159 pkgs., \$962; Neuvas, 4 pkgs., \$258; Newcastle, 75 pkgs., \$494; Shanghai, 9 pkgs., \$3,471; Sheffield, 57 pkgs., \$362; Singapore, 3 pkgs., \$125; St. Petersburg, 26 pkgs., \$1,372; Southampton, 22 pkgs., \$713; Sydney, 914 pkgs., \$10,198; 249 pkgs., \$9,507; Valparaiso, 10 pkgs., \$136; Vera Cruz, 14 pkgs., \$517; Vienna, 19 pkgs., \$896.

LATEST EDISON OPERATIC RECORDS.

Supplementary list No. 4 of the Edison grand opera records issued by the National Phonograph Co., includes the following selections:

- B. 31—Arie, "Durch die Wälder" (Through the Forests) "Der Freischütz".....Weber  
By Alois Burgstaller, Tenor.  
Sung in German, Orchestra accompaniment.
- B. 32—Sortitia d'Amonarso, ("Amonarso's Air") "Aida".....Verdi  
By Antonio Scotti, Baritone.  
Sung in Italian, Orchestra accompaniment.
- B. 33—Balkon Scene, "Euch Lüften" ("Ye Breezes") "Lohengrin".....Wagner  
By Mme. Rappold, Soprano.  
Sung in German, Orchestra accompaniment.
- B. 34—Deserto Sulla Terra ("Alone in the World") "Il Trovatore".....Verdi  
By Romeo Bertl, Tenor.  
Sung in Italian, Orchestra accompaniment.
- B. 35—El mar sin playas, ("The Sea Without Shores").....Sancedo  
By Gustave Berl Resky, Baritone.  
Sung in Spanish, Orchestra accompaniment.
- B. 36—Lohengrin's Abschied, ("Lohengrin's Farewell") "Lohengrin".....Wagner  
By Andreas Dipple, Tenor.  
Sung in German, Orchestra accompaniment.
- B. 37—L'aria di Gilda, "Caro Nome" ("That Dear Name") "Rigolotto".....Verdi  
By Miss Bessie Abbott, Soprano.  
Sung in Italian, Orchestra accompaniment.
- B. 38—Siegmond's Liebeslied, (Siegmond's Love Song) "Walküre".....Wagner  
By Heinrich Knote, Tenor.  
Sung in German, Orchestra accompaniment.
- B. 39—L'air de Stephano, (Stephano's Air) "Romeo et Juliette".....Gounod  
By Mme. Jacohy, Contralto.  
Sung in French, Orchestra accompaniment.
- B. 40—"Deo miei bolienti Spiriti" ("Fervid nad Wild My Dream of Youth") "La Traviata".....Verdi  
By Florencio Constantino, Tenor.  
Sung in Italian, Orchestra accompaniment.

SATISFY CUSTOMERS.

Bad Plan to Send Records Not Ordered if You Desire to Cultivate Trade.

One of the most discouraging things to the owner of a good talking machine is the difficulty frequently experienced in certain quarters in obtaining the records desired. After spending possibly an hour or more picking out a list of desirable records from among the thousands of titles offered in the catalogue it is not pleasant to try the records sent as filling the order and find that a ragtime duet of obscure origin has been substituted for a quartette rendering of "Asleep in the Deep" or the "Arkansas Traveler" as a violin solo be sent, instead of an operatic selection. A reasonable man will insert several extra numbers in his order to allow for possible shortage in some of the records chosen, but if it is found impossible to fill even this supplementary list the customer should be so informed and not supplied with records that are of no use to him.

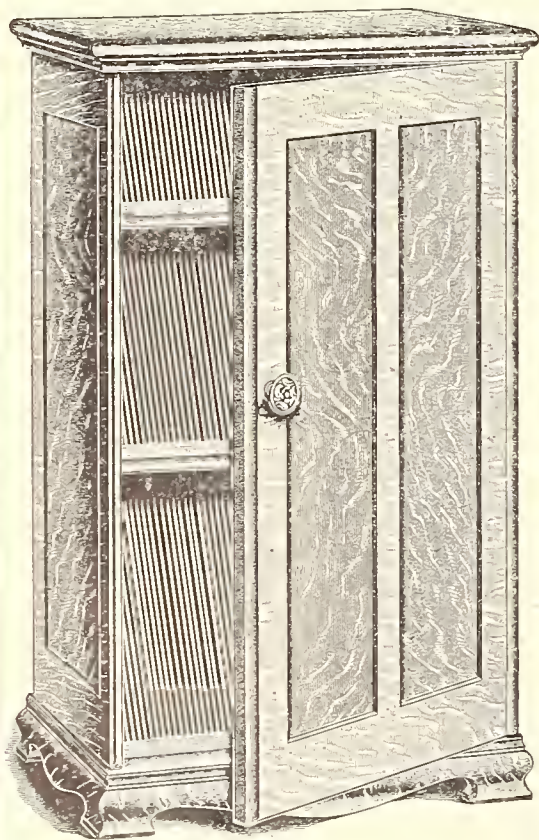
We know of one instance where a customer got only five records out of a list of over two dozen that he selected, and the balance of the list was filled in with records that were directly opposite in character to the ones desired. The result was that thereafter he sent to another city for his records, thus depriving his home dealer of considerable business.

It is more important to cultivate the customer and keep his business, even although only a few records are supplied at a time than to flood him with undesirable records once and stop his patronage. The best plan of all, however, is to carry as complete a line of records as possible and fill all the order. The increased outlay will mean a greatly increased profit.

Formerly an exclusive Edison jobber, W. D. Myers, Williamsport, Pa., has put in a disc line, handling the Zonophone goods on an extensive scale.

MANUFACTURERS OF

TALKING MACHINE DISC AND CYLINDER RECORD CABINETS



No. 705

NEW STYLES JUST OUT

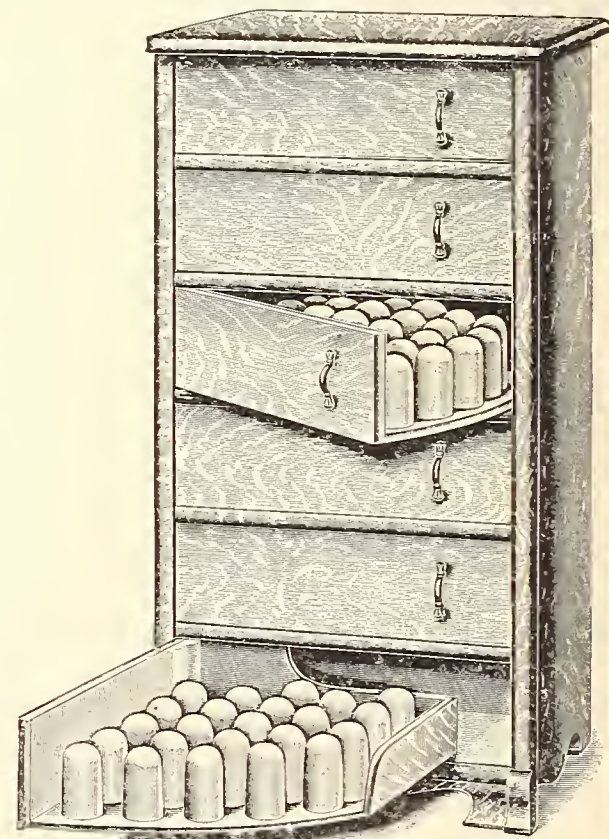
Artistic and attractive in design, finished better than any other make now offered to the trade.

A sample order will convince you that our goods are the best, and our prices are the lowest.

We do not only solicit your trade, but fill all orders promptly.

New catalogue sent free.

Write for it NOW.



No. 710

SALTER MANUFACTURING COMPANY,

102-108 N. Oakley Ave. CHICAGO



## FINAL DECREE IN KEEN CO. CASE.

Entered in Favor of the Victor Talking Machine Co. Last Week—Some of the Points Involved in This Interesting Suit.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 7, 1906.

The suit of the Victor Talking Machine Co., Camden, N. J., against the Keen Co., Victor distributors of this city, has attracted attention in the trade from the special nature of the controversy, which involved a phase of selling goods contrary to the protected price principle. The Victor Co. filed their bill of complaint June 21, 1906, and on the 28th following a motion was argued for a preliminary injunction before Judge McPherson, of the United States Circuit Court, Eastern District of Pennsylvania. The complainant alleged that the Keen Co. infringed claims 5 and 35 of their Berliner patent No. 534,543. The defendant contended that because patent No. 548,623 had been decided by Judge Hazel, United States Circuit Court, Southern District of New York, to be restricted to the particular material of which the record was composed, which defendant did not use, that, therefore, the complainants had no right to claim restrictions upon the sale of records.

The enjoining order was issued, and subsequently an appeal was taken to the United States Circuit Court of Appeals, Third Circuit, argument being heard October 22. Later the Keen Co. withdrew the appeal, and Judge McPherson thereupon made the injunction permanent, entering the subjoined decree on November 5:

"Ordered, adjudged and decreed, that the letters patent in suit, No. 534,543, issued February 19, 1895, to Emile Berliner for improvement in gramophone, are good and valid in law, and that the complainants herein, the Victor Talking Machine Co. and the United States Gramophone Co., are and have been the true, lawful and exclusive owners and licensees, respectively, of the said letters patent No. 534,543 at and since the times set forth in the said bill of complaint as alleged in the said bill of complaint, and of all rights and profits granted and secured thereby, together with all rights of action existing by reason of infringement of the said letters patent; that the said defendant herein, the Keen Co., have infringed upon said letters patent by selling or causing to be sold, complainants' sound records patented under the said patent No. 534,543, forming an essential element and part of claim 35

of the said patent, for use in accordance with the method claimed in claim 5, in violation of the terms and conditions of the license under which the said sound records manufactured by the complainants were licensed to be sold and used, and in violation of the reserved rights of the complainants in the said sound records, particularly by selling the said sound records to the public at a less price than the price at which the said sound records were licensed by the complainants to be sold or used, as set forth in the notice of license attached to each of the said infringing sound records, and as set forth and alleged in the bill of complaint.

"It is further ordered adjudged and decreed that a writ of injunction issue in this cause perpetually restraining the defendant, the Keen Co., its associates, attorneys, servants, agents and workmen, and each and every of them, from directly or indirectly, selling or causing to be sold or offering for sale, or advertising for sale, or in any way disposing of talking machine sound records of complainants' manufacture forming a part of claim 35 of said letters Patent No. 534,543, in suit, and constructed to be used as a part of the combination thereof, which claim reads as follows, namely: '35. In a sound reproducing apparatus consisting of a traveling tablet having a sound record formed thereon and a reproducing stylus shaped for engagement with said record and free to be vibrated and propelled by the same, substantially as described.'

"And from selling or causing to be sold, or offering for sale, or advertising for sale, or in any way disposing of talking machine records of complainants' manufacture which are intended for use, or intended to be used with apparatus or devices which embody the method of claim 5 of said letters patent, which claim reads as follows, namely: '5. The method of reproducing sounds from a record of the same which consists in vibrating a stylus and propelling the same along the record by and in accordance with the said record, substantially as described.' Or which are intended to be operated in accordance with said method claim 5, at a less price than the price at which the same have been licensed, are licensed, or shall be licensed by the complainants, in violation of the reserved rights of the complainants, or in violation of any of the terms or conditions under which the said records are, or have been, or shall be, sold by the complainants, or in violation of any rights of the complainants whatsoever in the premises."

## MUSICAL COPYRIGHT LEAGUE.

Organized With Paul H. Cromelin as President  
—To Take Action on Pending Bill.

On October 15 the American Musical Copyright League was organized at the Hotel Astor, New York, with Paul H. Cromelin, vice-president of the Columbia Phonograph Co., general, temporary president. The only other representative present from the talking machine trade was E. F. Leeds, president of the Leeds & Catlin Co., New York. At a subsequent meeting, on the 22d ult., the organization was perfected, Mr. Cromelin being duly elected president and Mr. Leeds a member of the executive committee. The league is a combination of talking machine and perforated music roll interests. Active steps will be taken to induce the Patents Committees, by whom the new copyright bill is being considered, to incorporate in the measure a clause exempting automatic reproductions of all kinds from its provisions. A third meeting was held at the same place November 5, when addresses were made by several lawyers who had made arguments before the joint sessions of the Patents Committees of the Senate and House in June opposing the measure.

## GET MUSIC BY TELEPHONE.

Directors of Company Backing New Electrical  
Contrivance Hear It Work.

Following years of experiment by Dr. Cahill, the dynamophone, or, as some call it, the electro-phonograph, took its initial step toward commercial practicability at Martin's the evening of November 9, when the members of the New York Electric Music Co. were entertained during a banquet by selections transmitted from the machine in the company's office, at Broadway and 39th street.

Apparatus for receiving the music consists of a phonograph horn attached to the telephone receiver. Musical sounds are electrically produced from a plant of two hundred dynamos, the operator playing on a complicated keyboard. There will be a concert each evening, and subscribers will be treated to classical music played by experts. The company plans to enlarge its plant in the future, so as to afford a variety of concerts, operatic, popular, religious and classical, with any of which the subscriber can be connected according to his taste. The tone qualities of the different orchestral instruments are splendidly simulated.

## ADDRESSES BY J. W. BINDER.

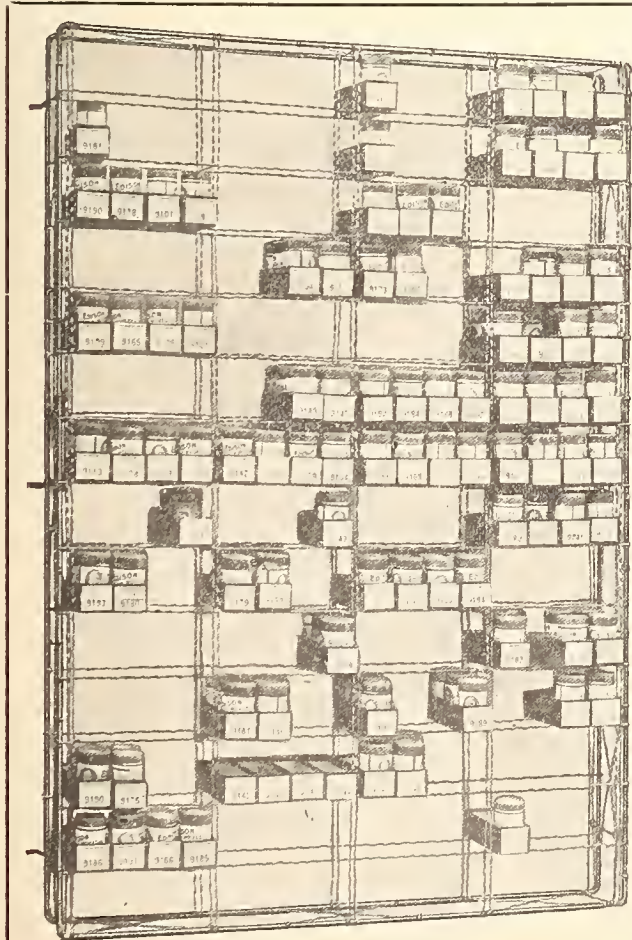
J. W. Binder, manager of the Columbia commercial department, addressed the classes in salesmanship in the Y. M. C. A. rooms of Brooklyn, on Thursday evening, Oct. 11; on Friday evening, Oct. 12, he spoke before classes in salesmanship at the Twenty-third Street Y. M. C. A., and on Saturday evening at Newark, N. J. The subject of these talks was salesmanship in general with special application to the selling of commercial graphophones.

The J. Raymond Smith Co., of 2126 Sutter street, San Francisco, Cal., have a very excellent talking machine department which is proving quite successful.

The Pennsylvania Railroad Co. are arranging to place powerful talking machines in their various stations for the purpose of announcing the arrival and departure of their trains.

The Ball-Fintze Co., Newark, O., recently made affidavit that they had in stock over 163,000 records. During the winter this concern will carry over 300,000.

The Western Talking Machine Co. have removed to 41-43 North Ninth street from 128 South Ninth street, Philadelphia, Pa., where larger quarters and better facilities are secured.



## THE SYRACUSE MULTO-RECORD RACK

A practical combination of "The Heise System" of Wire Record Racks combined with the Rapke Label System and neat pasteboard trays.

Most desirable where dealer desires to carry several records of one kind. Neat, compact, strong, durable. Admits of being fastened to wall, or back to back, or in any way designed to insure greatest economy in space.

This Size, Holding 240  
Trays, 3 Records to Tray \$15

Get Circular explaining details.

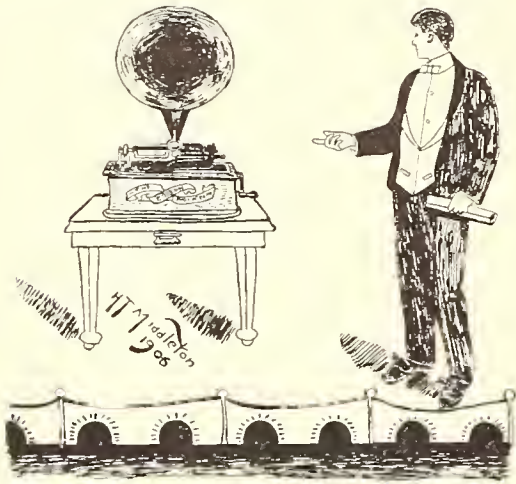
**SYRACUSE  
WIRE WORKS**  
SYRACUSE, N. Y.



## AN AID TO THE PUBLIC SPEAKER.

How the Talking Machine May be Utilized in This Connection—A Pointer for Dealers.

The public speaker, whether he be recitationist or lecturer, will find the talking machine a valuable adjunct to his work. Let us consider first the recitationist, the man who entertains audiences throughout the rural districts where the orchestra, and even the piano, is not available. Unaccompanied and without incidental effects of any kind, his voice, no matter how mellow and magnetic in quality, loses a great deal of its charm, but with a soft orchestral melody as a background, it becomes a thing of



RECITATION WITH TALKER OBLIGATO.

power capable of controlling the feelings of its auditors at will.

For example, we will suppose he is reciting a poem such as "Echoes of the Past," which begins—

From a little shop in Paris  
With an ivy covered wall,  
Echoed the strains of a 'cello,  
Played by M'sieu DuVall.

Then it goes on to tell of the fast friendship which existed between the old Frenchman and his instrument, and ends in a pathetic manner as follows:

In his chair by the firelight  
Sat old M'sieu DuVall;  
By his side lay his 'cello broken;  
His hands had let it fall.

In the light from the fireplace,  
That wandered o'er his face,  
I knew a Heavenly messenger  
Had visited the place.

With a soft 'cello obligato, this poem is a thing of beauty, and without it the effect is crude and unfinished.

Of such great benefit is incidental music to the

recitationist that he has reached the point where he must have it in order that he may do justice to himself before an audience. He depends on it as much as the singer does his accompaniment, and when in some country town far removed from the facilities he craves, and is forced to work without them, his ability to entertain is reduced to a minimum.

Mr. Dealer, you have the remedy for this complaint always at hand, and you should send out circular letters at once to elocutionists in general, telling them what your machines will do for them in this line, and that they can all have the incidental effects which the theatre affords for the small fraction of the cost of one accompanist.

To the lecturer the talking machine is also invaluable. If he is lecturing on one of our greatest American poets, Longfellow, for instance, and has mentioned "The Bridge," as one of that great man's most noted and beloved creations, how fitting to have a talking machine at hand to sing in a masterly manner with orchestra accompaniment, the masterpiece above described.

It will pay you, Mr. Dealer, to get in touch with gentlemen of this profession, too.

HOWARD TAYLOR MIDDLETON.

## LANGUAGE INSTRUCTION BY 'PHONE.

In the talking machine parlors of the E. F. Droop & Sons Co., on Pennsylvania avenue, Washington, D. C., there was recently demonstrated in a very effective manner the advantages of the talking machine method of language instruction. The demonstration was in charge of Brian Dunne, of the department of languages of the International Correspondence Schools, Scranton, Pa., and aroused much interest. The predominating advantage of the phonograph method of language instruction is that the student is able to obtain the absolutely correct pronunciation of over 2,000 words in any language which are contained on the twenty-five records furnished with each separate course.

## NEWS FROM THE SOUTHLAND.

The Phillips & Crew Co., of Atlanta, Ga., have recently remodeled their building, and the talking machine department now occupies the entire second floor. Besides their prosperous retail business they are large jobbers and enjoy a trade extending along the South Atlantic seaboard. Mr. Ben Lee Crew, the general manager of the company, has the talking machine depart-

ment under his wing, and traveling men tell many stories of the warm reception he always extends to knights of the grip.

The Alexander-Elyea Co., of Atlanta, engaged in the talking machine business less than a year ago, but have already built up an excellent business. They are exclusive Victor jobbers. They recently placed a notable order for H. & S. supplies.

When the L. Grunewald Co., of New Orleans, get into their new building, which is being constructed just across the street from their former location, they will go into the talking machine business much more extensively than heretofore. Commodious quarters will be provided for the department, and several private rooms fitted up for demonstration purposes.

The National Automatic Fire Alarm Co., of New Orleans, rank among the largest of Southern jobbers. Their line consists of the Victor and Edison goods. Their retail department boasts of having sold two Auxetophones and five Victor-Victrolas in two weeks, besides taking orders for three more of the latter to be delivered as soon as the factory is able to ship them.

## NEEDLES AS AN EXCEPTION TO A RULE.

It is a common saying that "seeing is believing," but the Blackman Talking Machine Co. claim that this will not apply to their Playrite and Melotone needles, for with them it is a case of "hearing" to believe.

A neat little folder that they have issued has as a title "They play from start to finish, and work all the time." Mr. Blackman says that this reminds one of the newspaper conundrum of "black and white and read (red) all over." In coining his trade mark name, "Playrite," he also added "the name tells what they do." for the Blackman Co. claim that their Playrite needle plays a 12-inch record perfectly from start to finish, and their Melotone needle is furnished to fill the demand for a needle that will give a softer reproduction.

The needle question has been a very serious one, for the manufacturer has been making great improvements in the record, whereby a much harder surface is the result, and this has made necessary a needle that will stand wear and not become worn out when only half of the record has been played. They are so confident with the result of their Playrite needles that they are furnishing free sample packages to all dealers and jobbers upon request, and furnishing very attractive advertising matter for distribution.

## Popular Hebrew Records



Now have ready the most complete selection of Hebrew Records ever offered. These include all of the popular numbers, and are made by the most talented Hebrew artists.

## Dealers Have Found Them to be Remarkable Sellers

Their clearness has been commented on, and many unhesitatingly pronounce them the best records made.

It is our aim to have a complete stock at all times, and twenty new numbers will be ready on the 20th of November.

Under the new management of this business the closest attention is given to dealers who have a demand for this class of records, and every dealer can be assured of the most liberal treatment, and that his orders will be promptly filled.

A splendid opportunity for first-class dealers to increase their trade is here afforded.

Send for list of latest records. It will pay you.

## The United Hebrew Record Co.

257-261 Grand Street

LOUIS ROSANSKY, Prop.

New York City

## Business Developers

SOLE IMPORTERS OF

## Low-Priced Cylinder Phonographs

IMMEDIATE DELIVERIES FROM  
NEW YORK STOCK

THE EDWIN A. DENHAM COMPANY, Inc.  
31 Barclay Street

LONDON NEW YORK BERLIN

60 YEARS'  
EXPERIENCE

**PATENTS**

TRADE MARKS  
DESIGNS  
COPYRIGHTS &C.

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A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York  
Branch Office, 625 F St., Washington, D. C.



## PITTSBURG REPORTS PROGRESS.

Business Very Prosperous—Powers & Henry's New Store—Enders Opens Up—Mitchell in Charge of Commercial Graphophone Department—Other News of Interest.

(Special to The Talking Machine World.)

Pittsburg, Pa., Nov. 12, 1906.

From inquiry at the many talking machine stores throughout the city there is no doubt but that the business is in a very prosperous condition. All classes of people are buying all kinds of machines. Selling machines on time has become a very notable feature of the business here, and one which has brought great prosperity to the several dealers. There is a very large class of people, honest working people who are earning good wages throughout Pittsburg and surrounding territory, who are making wages which enable them to indulge in the luxuries and pleasures of life, and they are not slow to take advantage of their opportunities. These people are without musical education in very many cases, and living somewhat remotely from places of amusement, take to the talking machines naturally as a source of entertainment and diversion. Hundreds of machines are being daily sold to these people, very generally on time payments. It necessitates upon the part of the dealers keeping up a regular collection department. These departments are capably and ably manned, and from inquiry it is learned that comparatively few losses are sustained from transactions of this kind.

The Columbia Phonograph Co., under the management of Elmer A. McMurtry, has taken a somewhat forward step in keeping open until 9 o'clock every evening and until 10.30 on Saturday. Mr. McMurtry reports that his innovation has been very profitable up to the present. Notwithstanding that the Columbia office is on Penn avenue and not in what would be termed strictly the center of transient traffic, a great many purchasers have found their way to the Columbia store at night, and have made in very many cases handsome purchases. The opportunity for careful investigation of the machines, and without rush and hurry hearing the records available, probably promotes many sales that would not be made throughout the day.

Powers & Henry Co. report excellent business in both of their stores. They have recently opened a store in the Arcade on Fifth avenue, which is also adding to the prosperity of this enterprising concern.

W. H. Enders, well known in New York in the

talking machine business, and more recently connected with the Powers & Henry Co., has opened an establishment at 126th street for renting films.

Powers & Henry Co. have on exhibition a Victor Auxetophone, the only one in Pittsburg up to the present time. It has aroused considerable interest and excited a great deal of wonder as to what will be the next advance step in the talking machine line.

The C. C. Mellor Co., Fifth avenue, have recently added to their stock a complete line of Columbia records, both cylinders and disc, and also a complete line of the disc graphophones. They report excellent business in all of their lines of talking machines.

R. L. Mitchell had recently been put in charge of the Pittsburg territory for the sale of commercial graphophones. Mr. Mitchell was formerly a newspaper man, and more recently a publisher of a trade newspaper in this city. He reports that the effect of the business show in New York is being felt in this city in many inquiries for the new commercial graphophone. Those who saw it pronounced it absolutely perfect, and many are now waiting the opportunity to give it a thorough trial in their own offices.

## GREAT INCREASE OF SALES

In West Virginia—Some Plain Words About Conditions—A New Snake Story.

(Special to The Talking Machine World.)

Wheeling, W. Va., Nov. 8, 1906.

When you ask the talking machine dealer, "How is business?" the invariable reply is, "Slower opening up this year than last." When a comparison of sales is made, then comes the revelation that the increase of this year's sales over last year is well worth considering. When one looks over the stocks of goods now carried by the retailers in this city, as in comparison with a year ago, then it's easy to figure out the cause of the feeling usually expressed. They merely overlook the fact that their big stock was put in so that the holiday business could be handled to the best advantage, and then have a surplus to help them carry on business without being solely at the mercy of the jobbers, who by that time will be handing out the old story of "I told you so" instead of their present promises to fill 98 to 100 per cent. of your record orders.

By the way, a new snake story was uncoiled here. A down-river West Virginian stalked into one of the prominent talking machine stores last week and asked to be shown "one of them

things what makes a noise." At the same time he offered the information that he bought and captured snakes, tamed them, then sold them for pets. He thinks the machine will be a great aid to him in the taming end of his business. If his experimenting meets with success the summer business in talkers should show a great increase. Mother will allow Mary to go out and pick blackberries if she promises to keep the phonograph playing all the time.

Both C. A. House and the F. W. Baumer Co. report good business in their talking machine departments. Bard Bros. keep pushing right along after business. The showing of machines and records made at their new Main street store would be a credit to a much larger city. They have just had the front of their building re-decorated; it makes a very striking appearance.

Manager Rogers, of the Columbia store, is well pleased with the business he is getting.

## LIPTON AND THE "TALKER."

Hears His Own Voice While Visiting the Columbia Phonograph Co.'s Plant Last Week.

Sir Thomas Lipton heard his own voice reproduced while a guest in the factory of the Columbia Phonograph Co.'s factory at Bridgeport, Conn., on Friday, November 9. The distinguished yachtsman was a guest in that city, and in the forenoon he was taken up to the plant of that company. On the way the auto that carried him broke down and the occupants were gently lowered to the street. Fortunately no one was hurt. Arriving at the factory Sir Thomas was instructed in the art of sound reproduction and allowed to see the record-making. John J. Fisher sang for record an original song, entitled "Tommy Lipton," to the air of "Tommy Atkins." This song had been sung for the first time at a banquet given in Sir Thomas' honor the previous night. The yachtsman then spoke for a record, his theme being "How I failed to lift the America's cup." He first treated the subject humorously, told stories to illustrate his points and succeeded in spinning an interesting yarn. He said that knowledge of the sailing conditions about Sandy Hook had something to do with his defeat, but he was careful to emphasize the statement that he had been beaten fairly each time. In terminating the speech he referred to the bright prospects for a fourth race, and that he pinned his faith in the fourth leaf of the shamrock, and was confident that Shamrock IV. would be the means of taking the cup across the Atlantic. It is hoped that Sir Thomas will allow the Columbia Co. to place this record on the market, as he has a host of admirers that would be proud to own one.

## PROTECTS "PENNY ARCADES."

Police Must Let Them Alone While Injunction Is Argued.

The question whether the "penny arcades" must obtain theatrical licenses is before Justice Mareau, of the Supreme Court. There are over forty such places in Manhattan and Brooklyn, and it has been held by the police that they must obtain licenses. Most of them have none and others are operating under showman's licenses, for which they pay \$25 a year. The police contend that they must obtain theatrical licenses, which cost \$500 a year.

Captain O'Brien has been making trouble for several of these places in Brooklyn, and Gustavas A. Rogers has obtained an injunction preventing the police from interfering while the question is before the courts.

Under the title "Powers & Henry, Agents for the Edison Phonograph Co.," some party or parties are sending out letters through Colorado for some purpose not apparently legitimate. The Powers & Henry Co. desire to warn the trade at large, particularly in the West, against communications of this kind, and they have placed the matter in the hands of the police. The letters are distinct forgeries.

## ATTENTION

If you are interested in Talking Machine

## FLOWER HORNS

Write us immediately for full particulars.

Our Horns are constructed from the finest sheet metal obtainable. WE GUARANTEE EVERY ONE NOT TO FADE.

*Jobbers, send for Free Sample.*

NEWARK TINWARE AND METAL WORKS

53-55 N. J. R. R. Ave.

NEWARK, N. J.



## CROMELIN REPLIES TO SOUSA.

Declares Mechanical Music Is Not a Menace  
But a Blessing.

In The World recently reference was made to the article by John Philip Sousa in last month's Appleton's Magazine on "The Menace of Mechanical Music." In the current issue of Appleton's there appears a very interesting communication in reply to Sousa's article from the pen of Paul H. Cromelin, vice-president of the Columbia Phonograph Co., in which he says:

"I have read with much interest an article under this title in the September Appleton's, written by my distinguished friend, John Philip Sousa. Having been closely identified with the development of the talking machine, I was curious to learn how many and which of our cherished institutions were menaced by the great and growing use of these mechanical reproducers of music; and after having read the catalogue set forth in the above entitled article, I confess to having breathed a sigh of relief.

"But before taking up the details, I cannot refrain from calling to mind that the mechanical reproducer of musical and other sounds has received, in the article referred to, precisely the same greeting that has been accorded to the other really great products of mechanical genius. There are not lacking, in such cases, those who see in the new device some peril to the community, and who seek to excite opposition to it, though usually, if the opposition be probed, a selfish motive may be found. One of the distinguished instances was the cotton gin, which was regarded as so serious a "menace" to those who earned a livelihood by separating cotton fiber from its seed that the inventor was stoned by the infuriated representatives of the 'menaced' industry. Now, the annual output of about ten million bales of cotton is the answer to that historic wail of unfounded apprehension.

"There are those still living who can recall the outcry against the sewing machine, and the predictions that it would deprive the poor sewing girl of her scanty wage. But notwithstanding these predictions, plausible as they appeared to be, there are to-day a score of sewing women earning, and with comparative facility, good wages by the aid of the mechanical device, where there was then one securing a pittance by plying her needle.

"But, after all, what are the existing institutions which are menaced by the talking machines and automatic piano players?

"First, it is complained that the expression or rendition of music suffers, with a threat of deterioration of the public taste and appreciation in music.

"To this assertion, a general denial can be confidently entered. No one who reflects upon the matter for a single moment will deny that the average rendition of music by the amateurs in the homes of our land is far, far below that of the mechanical music reproducer of to-day. It is just because these devices bring into our homes renditions of music of a superior quality,

to which the vast majority of our people are total strangers, that they are meeting with such universal acceptance.

"But there is much more than this. The average amateur is generally limited to one instrument, and his or her proficiency admits only of the indifferent rendition of a small number of compositions, usually of elementary character and mediocre quality. The graphophone, on the contrary, brings into the home the widest range of musical renditions, vocal and instrumental, solo and concerted, rendered, it may be, by the greatest living artists. So far, therefore, from the musical taste and appreciation of the public being menaced from this cause, it is safe to say that nothing has yet been devised by the wit of man so calculated to promote these qualities.

"But let us hasten to the next of our menaced institutions. Our author assures us that the onward march of the mechanical music maker will cause the girls of our nation to desist from the effort to make mediocre piano players of themselves, and will also diminish the use of the banjo, mandolin and guitar. Assuming for a moment the correctness of this statement, which of our readers, on hearing it, will not cheer onward the march of the mechanical music maker, and wish that it may soon accomplish its wholesome mission? What a fearful waste of time and what needless suffering have been caused by the futile but persevering attempts to make all our Mary Janes "learn the piano." And to think that now a mighty reforming agency has appeared, which will abolish from our houses and flats the horrors of scales and exercises, and will confine these tedious performances to the musical colleges, or to those who really possess the gift of musical expression!

"But I deny that the progress of the mechanical music maker will diminish individual application to the art of musical rendition. On the contrary, one important result of the present-day musical sound records is to excite an interest in music in millions of homes which otherwise have absolutely no access to really artistic musical renditions, or even access to renditions of any sort of great musical compositions. To those gifted by nature with a singing voice the opportunity of listening repeatedly to the phrasing and expression of great artists is of incalculable benefit. Already the high-class in musical sound records have produced great educational results, affording to gifted persons in remote places and of slender means the extraordinary advantage of singing lessons from the greatest living artists, and a career of great utility is opened in this direction.

"The idea that any person having the natural ability and desire to sing, will permit a mechanical device to do his singing for him is laughably absurd. On the contrary, the mechanical reproduction of songs by correct methods will only stimulate him to sing the more and enable him to sing the better.

"Music and musical tone production has differed in the past from all other forms of art in that the pleasure which it afforded was but of a momentary and passing existence. We love the

pictures and paintings in our homes and in the great galleries, and delight in feasting our eyes upon the masterpieces which noted sculptors have produced. There is a certain sense of possession and security in the knowledge that, if we care to, we may cross to Dresden and linger as long as we will in silent contemplation, not to say awe approaching adoration, before Raphael's Sistine Madonna. A few steps into another room, and once again Hoffmann's wondrous masterpiece, Christ in the Temple, is ours to remain with and to behold in sweet meditation.

"But, oh! the memory of that night when Jean de Reske sang at the Metropolitan. Beautiful and sweet and blessed memory, but only a thing of memory now; and the recollections of the nightingale tones of Jenny Lind's remarkable voice! Ah, but a recollection now; a thing of the dead, dead past—gone, gone forever.

"But the talking machine will change all this, and future generations will rejoice and be able to enjoy forever the music of the great artists of to-day. Tamagno is gone, but the voice of the great Italian tenor remains and brings pleasure and instruction to thousands of homes. Our well beloved Joe Jefferson is no longer with us, but we have a precious legacy in Rip's quaint and pathetic meeting with his daughter 'Meenie,' after twenty years' sleep. The matchless and incomparable triple-tongue cornet tones of Jules Levy remain to delight and please us, although all that was mortal of the great artist lies buried in a country churchyard.

"Can we pay too great a tribute to the genius in the invention which makes it possible to bottle up this wine of music and song inexhaustible, and should we not offer up our thanks for 'The Blessing of Mechanical Music'?"

## CHANGES IN CANADA.

Monday C. H. Wilson, general sales manager of the National Phonograph Co., got back to New York from a week's trip over the border. The business of the company has expanded so rapidly in Canada that it has got beyond R. S. Williams & Sons Co., Ltd., of Toronto and Winnipeg, who were the sole Edison jobbers in the Dominion. Dealers being unable to obtain goods as quickly as desired add to facilitate shipments Mr. Wilson created the following additional jobbers: Peter Kelly, Montreal; C. Robitaille, Quebec, and W. H. Thorne & Co., St. Johns, N. B.

An immense Victor dog, as an illustrated sign, will be placed in front of Landay Bros.' new store, 440 Fifth avenue, New York. It is over five feet high, and in proportion throughout.

A. L. Irish, former president of the Talkophone Co., Toledo, O., is the executive head of the Atlantic Phonograph Co., a New York corporation, with a capital of \$2,000,000, with an office in New York City. J. L. Adrien is secretary and O. Clayton Reed his assistant. These were connected with talk-o-phone interests also.

## Rapke Horn Crane, No. 15

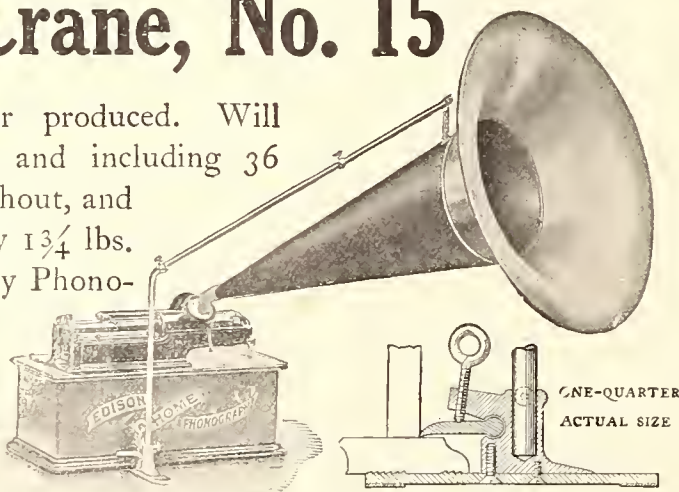
**S**IMPLEST and best ever produced. Will support any horn up to and including 36 inches. Is nicked throughout, and fits into small space. Weighs only 13¼ lbs. Can be attached in an instant to any Phonograph without injury to cabinet.

**RAPKE HORN  
CRANE, No. 15**

PATENTS PENDING

PRICE, . . . \$1.50

**VICTOR H. RAPKE, Mfr., 1661 Second Av., New York**



## Mr. Dealer!

are you using the RAPKE Labels for Edison and Columbia XP Records; Trays, regular and folding? If not, consult at once

## YOUR JOBBER

SAMPLES OF LABELS FREE.

As soon as you adopt this system, your profits increase. It costs you nothing to try.

If your jobber cannot supply you, write to



## TALKING MACHINE AS A TEACHER.

Has Won an Important Place in the Musical World, According to N. J. Corey—Writes Most Illuminating Article for "The Etude."

Inventive ingenuity has accomplished so much during the past century, and the human mind has become so accustomed to a succession of marvels, that it now hardly takes notice when a new one is presented. Formerly people could scarcely believe when the various remarkable discoveries and inventions were successively announced, but now incredulity is fast becoming obsolete. Since the successful application of wireless telegraphy we are prepared to believe almost anything, even in the construction of a practicable airship, thus far the most unconquerable of problems. Who would have believed, a quarter of a century ago, that ultimately the sound of Adelina Patti's voice could be heard in every house in the land? Phonographic instruments were not unknown then, but only snarling travesties of the human voice were heard issuing from them, nothing that could for a moment attract the attention of a serious lover of good singing. Now the possibilities of the reproduction of sound have been so enormously perfected that even an expert connoisseur listening from an adjoining room to the voice of Caruso issuing from the horn of a talking machine, could be with difficulty persuaded that the great singer himself was not there.

Mechanical playing instruments have been in vogue for years, the music box having been a common means of amusement with our well-to-do grandparents, but it is only very recently that such instruments have begun to be taken seriously by professional musicians. Mechanical players for the piano and organ have become very popular. The best results are produced with the organ, its sustained and somewhat impassive tones lending themselves more readily to satisfactory effects.

To people who cannot play, yet are fond of music, a self-player attached to their pianos affords a great deal of pleasure. More than this, teachers of the history of music in many of the largest universities and conservatories are making use of self-playing instruments in order to make their students familiar with the standard orchestral works. Teachers, by making their classes familiar with these great works, prepare their minds to listen to them intelligently when interpreted by the great orchestras. Thus the self-playing instruments become a sort of preparatory school in musical listening. Unfortunately they have no individuality of interpretation, and thus far have been able to assume only a makeshift function, something to be made use of for the lack of a better; a valuable function, nevertheless, in a scheme for a musical education, for a teacher who is not a good piano player and sight reader.

The Victor talking machine, on the other hand, is no makeshift. The actual interpretation of the great singer or player is recorded and reproduced exactly as first made. It occupies a similar position in the realm of auditory that

the photographic camera does in visual phenomena. It is not correct to call it a mechanical instrument, for the sound produced is not mechanical. It is more properly an instrument for preserving sound.

Personally, I never took very kindly to any of the self-playing instruments, not even for the orchestral movements. Originally I felt similarly toward the phonographic instruments. The harsh, stridulous tones that I had heard issuing from them impressed me as inexpressibly disagreeable, so much so that when certain enthusiasts urged me to go in and hear the Caruso records, I declined, harboring at the same time a feeling of compassion for those who could enjoy such disagreeable imitations of singing. It was a year before I allowed myself to be persuaded to hear the records. It turned out to be nothing more than a repetition of the old story of the man who went to scoff. My astonishment was so great that I could hardly believe the evidence of my senses. But I was forced to confess that here was the first automatic reproducing device that I had ever heard that produced a thoroughly artistic result in the highest sense of the word. It could not be otherwise, for there were the voices of Sembrich, Eames, Plancon, Campanari and others, just as I heard them repeatedly; tonal quality and interpretation reproduced exactly.

Almost my first thought was: What a splendid opportunity for illustrative examples in teaching of musical history, an opportunity that had never before existed, even in the largest centers! I refer particularly to the history of the opera. Even in New York the number of operas that may be heard in a single season is comparatively limited, from a historical standpoint, and not every student can afford to attend all that may be given. But with the talking machine examples may be given from opera composers of all styles and periods.

Most conservatories have a course of study in the history of music, which may be copiously illustrated with instrumental selections, but very sparingly from the operatic repertoire. There may be good singers among the members of the conservatory faculty, but even with the four voices represented, soprano, alto, tenor and bass, comparatively few illustrations could be used, for each singer usually has but a few arias from the operas in his or her repertoire. From the long list of arias from the operas of Gluck, Mozart, Rossini, Bellini, Donizetti, Verdi, Meyerbeer, Weber, Wagner, Bizet, Gounod, Thomas, Saint-Saens, Massenet, Mascagni, Leoncavallo, Giordano, Puccini, etc., not enough could be given to make a comparative study possible. But in the course of study I have arranged for the Michigan Conservatory of Music, I make use of more than a hundred arias in illustration, as well as a few instrumental records.

A comprehensive musical education demands that the student not only learn about music, but that he hear the music itself, and as much of it and as often as possible. Opportunity for listening is the one great lack in the education of most students. The enterprise of the Victor Talking

Machine Co. in making a specialty of these arias from the grand operas of all schools and periods and sung by the greatest singers, makes it possible for schools and private studios, even in the most remote corners of the land, to install a course that will be invaluable to students. Singing teachers can now give demonstrations of the interpretations and vocal art of Patti, Sembrich, Plancon, Caruso, etc., in places where these artists can never be heard in person. In a course of lectures which I gave during the past summer at Chautauqua, New York, the talking machine was used in some of them, and audiences of from one to four thousand people heard with absorbed attention the records of the great singers. People from all parts of the country, who had never expected to have an opportunity to listen to so many great artists, heard Patti, Melba, Sembrich, Gadski, Eames, Schumann-Heink, Caruso, Plancon, Campanari, Scotti, etc. They heard ten arias sung by Tamagno, the greatest tenor of the past quarter century.

Two periods in musical history have heretofore been sealed books to music students, that of the Gregorian Chant and that of Palestrina. It is impossible to give any idea of the Gregorian music by means of an instrument, it is so inherently peculiar. But since the publication of a complete series of Gregorian records, made under the most authoritative auspices, the Sistine Chapel (the Pope's choir), the Augustinian Fathers and the Benedictines of St. Anselmo, pupils may now be made thoroughly familiar with what the music of this important period of musical history was. The same may be said of Palestrina. Great as is his music, enormous as was his influence upon musical composition, his music is practically obsolete, so far as opportunities for hearing it under ordinary circumstances are concerned. To play his music upon the organ even, gives but an extremely inadequate idea of it. Such involved a capella part writing needs the individual character of the various voices themselves to give its true effect. The records of this music, published by the Victor Co., were made by the Pope's choir, which lends additional interest to them.

As time goes on, and musical educators become more familiar with these fine records, I believe they will become eventually indispensable to the work of every conservatory course of instruction, for it is coming more and more to be recognized that hearing great music is more useful in developing a musical appreciation than hearing about it just as, in the study of English literature, students are now expected to read selections from the great writers, whereas formerly they only read their like and a criticism of their more important works.

The Hawthorne & Sheble Manufacturing Co., of Philadelphia, report having booked so many orders on their new line of "artistic flower horns" that their three factories will be taxed to their utmost capacity in order to turn them out. Evidently the dealers and jobbers generally are becoming alive to the fact that properly made horns of attractive design will bring their price.

WE SOLICIT  
YOUR  
PATRONAGE



## Edison Headquarters AT OSGOOD'S

Our Complete and Comprehensive Stock include

Edison Phonographs, all styles, Complete Stock of Records, Horns, Black and Gold, all sizes. Flower Horns, new designs, Herzog Cabinets, Disc and Cylinder, Carrying Cases.

HORN STANDS AND CRANES

The Tea Tray Co. and Hawthorne and Sheble Co's Products are fully represented

Our New and Enlarged Quarters enable us to fill orders promptly

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## COMMERCIAL TALKING MACHINES AT THE BUSINESS SHOW.

The Handsome Exhibits Made by the Columbia Phonograph Co. and National Phonograph Co. Attracted Large Crowds and Splendid Missionary Work Was Accomplished.

The National Business Show, which has been one of the leading features at the Madison Square Garden, opening October 27, brought

Durand, the manager of the Commercial Department, he being ably assisted by M. E. Elliott, district manager for New York; N. R.



NATIONAL PHONOGRAPH EXHIBIT IN FOREGROUND.

the commercial talking machine into greater prominence than ever before, the displays of both of the leading companies being extremely

Compton, district manager for Philadelphia, Pa.; G. R. Harris, district manager for Boston, Mass., and William Wadams, manager of the installa-



THE COLUMBIA PHONOGRAPH CO.'S BOOTH.

attractive, and amazing the business men with their possibilities as time and labor savers.

The display of the Edison Business Phonograph, manufactured by the National Phonograph Co., occupied a prominent position in front of the main entrance, and at once arrested the attention of the visitor. One of the unique features of this large and beautifully arranged exhibit was one of the original phonographs built by Thomas A. Edison nearly thirty years ago, placed in juxtaposition to their latest models. Pretty and expert operators demonstrated how the typewriter could receive dictation, and crowds of interested people were always in evidence. The display was in charge of Nelson C.

tion department, New York. These gentlemen were kept busy from the time the show opened in the morning until late at night explaining the workings of the Edison commercial system, and they feel that the results achieved well paid them for their trouble and expense.

The exhibit of the Columbia Phonograph's Commercial Department in spaces 88 and 89 was always crowded with visitors, who at once became interested in the workings of their product. Their 1907 model, which was recently described in *The Review*, was the cynosure for all eyes, and its extreme simplicity and portability were commented on favorably. A force of handsome young ladies operating on a number of these machines showed them in actual operation, and many of the spectators dictated letters and messages which they quickly transcribed. The exhibit was in charge of J. W. Binder, manager of the General Commercial Department, and his assistant, Mervin E. Lyle. As expert demonstrators, there were present Walter H. Bedard, manager of the Commercial Graphophone Department, of Atlanta, Ga.; Richard Faulkner, manager of the Commercial Graphophone offices, Philadelphia, Pa.; William P. Hopkins, a member of the systematizing staff of Stephen T. Williams, of the New York Life Building, New York; H. M. Nicholson, manager of the New York uptown Commercial branch; John G. Williams, New York city salesman, and F. M. McClintic, who for a number of years held the world's championship for the most accurate and rapid transcript of the Associated Press matter received by telegraph.

In conjunction with these exhibits the Telegraphone, that remarkable invention whereby speech is accurately recorded on a fine wire by electricity, came in for its share of attention. The possibilities of this instrument have not as yet been fully developed, but from what the public was able to see, they were fully convinced of its great merits, and saw for it all of the great future prophesied by its promoters. They had two machines at work, one being intended for commercial purposes and the other as an attachment to a telephone. The exhibit was in charge of Willard M. Miner, who ably demonstrated the workings of the machines, and interested many in the matter of investment in the stock, so that the company might be still further exploited, and an adequate plant established.

Both the Edison and Columbia managers made some very good sales to representative concerns during the course of the show, and have several deals in abeyance, which, when they materialize, will do much toward bringing the commercial talking machine into greater prominence.

### HUMAN SIDE OF BUSINESS SHOW.

Interesting Contribution by the Observant J. W. Binder Who Discusses Men and Things.

There was much more to the Business Show in Madison Square Garden than machines, systems, signs and electric lights. Each of these was extremely important and extremely interesting, but by no means the "whole show." In an event of this kind one must look beyond the external for the true "motif." This will be found in the individuals constituting the ever-changing throng that filled the aisles of the big show place.

## THE NEW Imperial Records

RECORDED IN EUROPE

Are Meeting With  
Marked Success **\$1.00 and \$1.50 Each**

SEND TO-DAY FOR CATALOGUE

LEEDS & CATLIN COMPANY

New York



The machines and devices shown were interesting; the arrangement of the displays, the electric signs and the many methods used to catch and hold the attention of the spectator were interesting, but to the close observer, the human factor held the greatest element of interest. What the machines did was wonderful. Their effect upon the individuals who came to see them was much more so.

I spent the seven days of the show coming in contact with hundreds of these individuals, and out of the chaos of mental impressions left behind a few stand out.

Our exhibit—commercial graphophones—was a center of attraction. The idea of recording dictation upon a cylinder at any moment and as rapidly as one loves to talk, is still sufficiently novel to arrest the attention of even the most blasé. Hence they all come to us.

\* \* \* \*

This happened about 10 o'clock of the opening night.

There were just two of them—sweet young things who had some things still to learn.

"Oh! see that handsome man"—referring to Mr. Bedard, of Georgia—"talking into the speaking tube," piped one.

"Why, you know, Bess," answered her companion, "he's dictating letters. He talks them into the machine; they go over and wire to the girl over there, and she writes the letters."

"But why don't he dictate them to the girl at once, Bess?" queried the fair one.

I couldn't resist the temptation.

"Because," I said, as gently as possible, "his wife won't let him."

They passed on. \*

\* \* \* \*

"Might I listen to one of the machines?" Her voice was sweet and mellow as that of a full-throated robin.

"With much pleasure, madam."

"You know, my employer is talking of getting some of your machines, and I'd like to know just how they work."

"Glad to show you." This from the genial Hopkins, who was demonstrating. A letter was dictated, and she was allowed to listen to its reproduction.

"Why, that's fine," she said. "But where does the letter come out?"

It was explained to her that it was still necessary to use a typewriting machine before the letter could be written.

She breathed a sigh of relief as she moved up the aisle. Her job was safe.

\* \* \* \*

There were four of them, all prosperous business men. They came in and sat around a machine for a demonstration. Each dictated a letter, and when it came time to reproduce the last man's dictation, he listened to it and gravely remarked to his companions:

"Boys, not another highball for me to-night. I'm drunk now."

"Why, how can you tell?" queried the bunch. You can walk all right, and your talk is straight."

"That's a' right," he answered; "but you listen to the 't' in that word 'mister.' It ain't there in the machine. I'm drunk, a' right."

And he was.

\* \* \* \*

This boy was a smooth one. He came into the booth and asked if the machines would record dictation. There was a sixteen-foot sign staring him in the face which said that was what they were there for, but that made no difference.

He was given a demonstration and listened with much interest. It was, he said, the first time he had seen such a thing and it interested him greatly. He was going to look into it further. Would we kindly let him have a full set of literature?

As he was going out he turned to the machine once more and said: "Oh, I would just like to see how your speed regulator operates."

He was a decoy from a competitor's booth.

## DURAND CHATS OF BENEFITS

Which Were Derived by the Display of Commercial Phonographs at the Business Show.

"The recent Business Show in the Garden was an object lesson to the progressive business man in more ways than one," said Nelson C. Durand, manager of the commercial department of the National Phonograph Co. to The World after the close of the show; "but in the use of the phonograph as a necessary accessory to the office was the lesson strongly emphasized. Months of correspondence and talking could not convince business men of its utility like a practical demonstration given by an operator at our booth. When they realized the fact that they had an amanuensis constantly at hand, who never grew weary and made errors, and who would work overtime without a grumble, it became an easy matter to interest them. Then, too, we were able to show the stenographer how, instead of curtailing her salary, it would tend to make her more valuable. This we did by demonstrating the extra amount of work that could be produced in a given time without the labor on her part that would be required if she had to take notes instead of transcribing direct from dictation. In showing the saving we did not advance the argument that a purchaser of one of our outfits would save money on the salary, but by the added results. By doing this, we made friends with both sides. The old question of the phonograph injuring the hearing also was constantly coming up, and we were kept busy answering questions on that score. But by allowing those who advanced such theories to make a practical test with the modern ear pieces we convinced them that the phonograph would train the ear to more acute hearing than to the contrary. The show proved an ideal school for the training of our salesmen, and it was for this reason we had so many present from our out-of-town stores. One of the points developed by the show was the constantly increasing interest in time saving appliances, and employees who examined our

product did not ask 'how much labor will it save,' but 'how much of my time will I save in producing a given amount of work with my present force.' Of course, there was the omnipresent curiosity seeker, the man who knew it all and every other class that you will find in every show, but I do not think any exhibit aroused greater interest than the Edison phonograph."

## ENTERPRISING KNOXVILLE CONCERN.

The Knoxville Phonograph & Typewriter Co., of Knoxville, Tenn., have recently remodeled their establishment, and now have one of the finest stores in the South. E. J. Rogers, the proprietor, is a man of exceptional organizing ability, and travelers speak with admiration of the perfect system which prevails throughout the store. A visitor to the basement salesrooms receives a surprise. Instead of the usual blank walls he finds himself apparently gazing through windows upon moonlit gardens. The effect is produced by constructing recesses in the walls at intervals, creating a scenic background and placing electric lights out of sight, but so as to shed a gentle radiance over the "landscape." An extensive jobbing business is done in Edison, Victor and Columbia goods and American records. Mr. Rogers, it is understood, has recently embarked on the flower-strewn sea of matrimony.

## COLUMBIA STAFF CHANGES.

S. S. B. Campbell has resigned as manager of the New York office of the Columbia Phonograph Co., General, and will take a few months' vacation, going to Europe, and on his return will re-enter the company's service. J. H. Dorian, formerly of the executive offices, has been appointed manager of the New York office, and is in direct charge of all the Columbia stores in the States of New York and New Jersey. No changes have as yet been made in the Western or Chicago offices of the company, but a shift in management will be made on December 1, according to the statement given The Review by General Manager Lyle.

# The Highest Authorities say the I. C. S. Language System is of Sterling Worth—Are YOU Selling it?

The leading educators and authorities everywhere who have investigated the I. C. S. System of teaching foreign languages have pronounced it to be the most perfect in the world. Take the following endorsement from the German Embassy at Washington, for instance:

I have, with great interest, taken notice of the Language System, through the phonograph, as taught by the International Correspondence Schools, of Scranton, Pa. The pronunciation of German and the rendering of the German specimen recitations, in verse and prose, which the machine delivers, are absolutely irreproachable, and the method applied to the Grammar appears to me thorough and practical. I deem the system well adapted to further the acquisition of the German language according to its Grammar and pronunciation.

SCHELLER-STEINWARTZ,

Imperial Councillor of Legation,  
Secretary of the Imperial German  
Embassy at Washington, D. C.



I. C. S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH

This only goes to show that the language feature of the business is well worth YOUR investigation. Another thing that proves the same fact is that dealers who have tried it have greatly increased their business thereby. We have been telling you this for some time. Probably you have meant to look it up, but have forgotten to do so.

Why not sit down and write us a postal NOW

**International Correspondence Schools**

Box 918, SCRANTON, PA.



## WINTER OUTLOOK ENCOURAGING

In the Northwest—Our Correspondent in Minneapolis Makes Cheery Report.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Nov. 9, 1906.

The outlook for the fall trade seems to be very encouraging, to judge from the reports for October. Not only has the trade continued good in the cities, but all throughout this section the small dealers are sending in generous orders.

"We haven't a kick coming," said L. H. Lucker, of the Minnesota Phonograph Co. "We had a splendid retail trade during October, and good-sized orders were received from all our agencies. The prospects for a heavy trade in the country this fall seem very good. We sold three Victrola machines last month, and there are several prospects in sight."

The New England Furniture Co. have transferred their Victor department from the corner section they have been occupying to another portion of the store on First avenue, which has been fitted up in an attractive style. The October trade was reported better than a year ago, especially in the line of records.

The best indication of the growth of the talking machine trade of W. J. Dyer & Bro. is the fact that they have had to enlarge the space which had been devoted to it on the ground floor, when the building was remodeled this summer. Sales during October were reported good in both Victor and Edison goods, while the demand for records is much larger than last year.

The Columbia Phonograph Co.'s branches in both towns report a better month in October than in September, and that the indications point to much greater activity from now on to the holidays, the sales tending toward the better grade.

At T. C. Hough's three stores there were indications of a good trade, and Mr. Hough reported himself as being highly satisfied with the results from the sale of Edison goods.

There were rumors afloat Saturday that Donaldson's talking machine department would be closed soon. This, however, has not been verified as yet. If the department has not proven a successful one, it must have been due to the fact that nearly all makes of instruments were carried, and the selling energy was not directed to one in particular.

Butler Bros., the large catalogue house of Chicago, will soon enter the field, their big warehouse being erected here nearing completion. It is understood they will handle the American goods.

## TRADE NOTES FROM TEXAS.

This State Proving One of the Most Profitable for Talking Machine Men—Month's Happenings in Detail.

(Special to The Talking Machine World.)

Houston, Tex., Nov. 10, 1906.

Probably few men in the trade realize the immense proportions the talking machine business has assumed in this state in the last five years. Whether you visit the homes of our populous cities, the cotton plantations of the central and southern portions, or the ranches of the extreme West and the "Panhandle" you find talking machines everywhere. You find them sold in many little hamlets of two or three hundred population, but which form the base of supplies for a large expanse of territory.

One of the largest jobbers in this section of the country is the Texas Phonograph Co., of this city. On September 19 last President E. H. Holleman was able to declare a dividend of 14 per cent. on the company's stock. They recently added another building, furnishing them needed additional space for both the wholesale and retail branches of their business. They are large Edison jobbers, and keep a man constantly on the road.

Thomas Goggan & Bros., the great piano and organ and musical instrument house, with headquarters at Galveston and branches at Houston, Austin, San Antonio, Dallas and Waco, handle

talking machines at all their stores and do an important jobbing business from Galveston. They are exclusive Victor jobbers. William Goggan has this department of the business under his personal supervision. He recently said that when they added talking machines a year or so ago they were somewhat doubtful whether the business could be made to pay or not. He is no longer skeptical.

The H. C. Rees Optical Co., of San Antonio, Edison jobbers, report a brisk trade. They placed unusually large orders for fall shipment.

The Louis Book & Stationery Co., San Antonio, are stirring things up in that city in a retail way. They have recently opened another store and are handling Columbia, Victor and Edison goods at both stores. They are aggressive advertisers. They have recently been working the newspaper premium scheme on Columbia goods with marked success.

The Southern Talking Machine Co., of Dallas, have a large store, and sell nothing but talking machines, moving picture machines and stereopticons. During the recent State Fair at Dallas, which lasted three weeks, the company did the business of its life.

Cummings & Shepherd, of Fort Worth, Tex., sell large quantities of talking machines besides pianos and a general line of musical instruments. They are Edison jobbers. They recently shelved one entire side of their store for their retail record stock.

The Waco Talking Machine Co. is a new company recently incorporated. They are handling the Victor and Edison at retail, and have taken on the American records as jobbers. They have a nice store and are doing a good business.

At Austin the Petmecky Co. have an excellent trade on the Edison, Victor and Columbia goods, and are jobbers of American records. The company have sprung into national trade prominence as the inventors and manufacturers of the Petmecky needles, which are being handled by jobbers and dealers everywhere with signal success.

TRADE STANDARD		TRADE STANDARD		TRADE STANDARD		TRADE STANDARD		TRADE STANDARD
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## Standard Metal Mfg. Co.

Office and Salesroom  
10 WARREN STREET, NEW YORK

FACTORY  
Jefferson, Chestnut and Malvern Streets  
Newark, N. J.

# Standard Horns

ARE THE ONES TO HANDLE

WELL MADE
CAREFULLY FINISHED
AT RIGHT PRICES

Give entire satisfaction and increase sales. No kicks

*Variety to Please All. See our New Line*

Dull finished Horns, also extra fancy and artistic color effects on brass, and brass nickel plated Horns. All our Horns hold their colors perfectly.

*Every Horn Fitted with Patent Thimble End*

## Standard Horns Once Handled Always Handled

LET US HEAR FROM YOU

TRADE STANDARD		TRADE STANDARD		TRADE STANDARD		TRADE STANDARD		TRADE STANDARD
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# FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

A Progressive Chinaman—Mills Promoted—Noyes' Good Trip—Flower Horns at Western Talking Machine Co.—Some Columbia Changes—Blumberg Well Pleased—Babson Bros. Success—The "Tiz-It" Reproducer—Lyon & Healy's New Catalogue—Cal Stewart's Popular Uncle Josh Records—Talking Machine Co.'s Big Victor Sales—C. L. Hibbard Promoted—Burton Holmes Learning Languages Through the International Correspondence Schools Course—The News of the Month Interestingly Presented by Our Western Manager.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 10, 1906.

Possibly your readers would like to know something about the only Chinese talking machine dealer in Chicago. Sim Law is his name, and he is an intelligent, progressive man. He speaks excellent English, is an aggressive advertiser and energetic hustler for business. He is a subscriber to The Talking Machine World, another point in his favor.

Sim Law has been handling "lo-sing-kehe," the Chinese verbal chow-chow for talking machines, for five years. Pronounce the word quickly with a hurry-up on the "kehe" and you will get within hailing distance of the orthodox Chink way of doing it. He has a flat on the second floor of 295 South Clark street, in the heart of the Chinese district. Here are to be found Sim, his Chinese wife, a really attractive woman, and two little almond-eyed babies. The front room does double duty as a parlor and talking machine salesroom. One end of the room has been alcoved and here he has fitted up shelving for his record stock. He has constantly on hand something like three thousand Chinese

records about equally divided between disc and cylinder. Sam is always glad to demonstrate records, using \$100 machines for the purpose, and when he's absent his wife takes care of the customers. When he gets in an attractive lot of new records he gives a concert, sending out invitations to all his customers and those he thinks he can interest.

But his local trade forms only a small part of his business. He does a large mail order business, especially on records. His advertisement appears in every issue of the Chinese World, a daily published in Los Angeles, and which circulates all over the country. He also advertises in a Chinese magazine published in Shanghai, and which has a large subscription list among the subjects of the Flowery Kingdom in this country. He furthermore sends out a great many circulars, printed in Chinese, of course, together with the Chinese catalogues issued by the Victor, Edison and Columbia companies.

The Chinese are far more liberal record buyers than the Americans, according to Sim Law. Most of the records are in series of ten or twelve records, covering an entire opera or play. Consequently to buy one naturally leads to the purchase of all of the series.

He has many customers who have anywhere from three or four hundred to a thousand records, and some of them have both disc and cylinder machines in order to get everything good that is issued. Just the other day he sold a man a \$10 machine and fifty records. Pretty fair outfit for so cheap a machine. The average Chinaman, however, will buy a \$30 or \$40 machine, and a good many will not be satisfied with anything less than a \$100 talker. Mr. Law also says that the Chinese are great buyers of accessories. When they get a machine they want

everything pertaining to it—carrying cases, record cabinets, etc.

Our Chinese dealer is an enthusiast regarding the expanding market for Chinese records, and is constantly trying to induce the companies to enlarge their list. Naturally he has an advantage over the American dealers, as a Chinaman can trust a Chinaman to make selections for him and substitute intelligently. Few American dealers carry anything like a stock of Chinese records, and if they did, a mail order business would be out of the question. To them all Chink records are a monotonous combination of high squeak and irritating "tom-tom" and nothing more.

Joseph W. Mill has been made manager of the Elgin store of the Columbia Phonograph Co. He has been working as an instalment solicitor for the Chicago office, and displayed abilities which won for him promotion. He has inaugurated an aggressive advertising campaign.

Recent visitors who were at Babson Brothers were B. H. Sanford, Sheboygan Falls, Wis., and C. E. Nicodemus, Forreston, Ill., both enthusiastic Edison dealers.

T. H. Dunk, at one time in charge of the instalment department of the Talking Machine Co. before they went out of the retail business, has gone to Detroit, Mich., to take charge of the sales department of the Puritan Mfg. Co., makers of slot machines.

C. W. Noyes, secretary of the Hawthorne-Sheble Mfg. Co., and western representative of the American Record Co., returned the last of October from a month's trip through the South. He visited St. Louis, Cincinnati, Atlanta, Knoxville, Memphis, Nashville, New Orleans, Birmingham, Montgomery, all the principal Texas cities, and stopped at Mis-

## BABSON BROTHERS,

WHOLESALE

Edison Phonographs

AND RECORDS.

We desire to announce to the trade that we have secured the old quarters of the National Phonograph Co., at 304 Wabash Ave., Chicago, and G. M. NISBETT as Manager of our wholesale business.

*Complete Stock and Prompt Shipments.*

304 Wabash Avenue,

CHICAGO, ILL.



souri river points on his return. He had an excellent trip and came home with a big bunch of orders for American records and H. & S. supplies. He found the South in excellent condition, the jobbers all having a good trade and prepared for a big fall and holiday demand. Their only complaint is that they are unable to get all the goods they want.

The office of the Western Talking Machine Co. at 185 Dearborn street, has the appearance of a flower garden, owing to the display of flower horns. They have just received a fine sample line of record cabinets. Messrs. Dillbahr & Feinberg, the proprietors, are direct factory agents for everything in the way of talking machines and supplies. They also seem bent upon springing innovations on the trade. They have established a talking machine and record exchange, and jobbers are invited to list with them their surplus stock of machines, records and supplies, which they are willing to dispose of. These special offerings appear in a monthly bulletin sent out by the Western Talking Machine & Supply Co. The current bulletin lists thousands of records and machines at attractive prices. B. Feinberg returned recently from a trip among the jobbers of the Northwest, Missouri River points and St. Louis with a fine bunch of orders. He leaves in a few days for a trip which will include Ohio, Indiana, Michigan and West Virginia. The firm are having a big demand for the Daughty horn crane, adjustable and self-locking, made by the New Jersey Sheet Metal Co.

A. W. White, who is to be the manager of the new Columbia branch at Duluth, left for his new field of labors Nov. 2, accompanied by C. F. Baer, assistant manager of the Chicago office and who went along to help him get started. The Duluth store will be at 18 Third Ave. North, in the heart of the business district, and will be opened about Nov. 15. A jobbing as well as a retail business will be done from the Duluth establishment, and a large stock will be carried. An aggressive campaign will also be inaugurated on the commercial dictation graphophone. Mr. White has been head assistant in the credit department of the Chicago Columbia headquarters, and is a well posted all 'round man.

George W. Lyle, general manager of the Columbia Phonograph Co., spent Thursday and Friday at the Chicago office, leaving Friday evening for New York. W. C. Fuhri, manager of the St. Louis office, was also a visitor.

Richard Topham, recognized as a top-notch talking machine salesman, has returned from a trip through his territory—Illinois, Wisconsin and Iowa—in the interests of the Columbia Co. It was one of the best trips he has ever made, and resulted in the establishment of a number of new Columbia agents. Mr. Topham, by the way, now has a new invention in the way of an appliance for talking machines on its way through the patent office. Particulars are withheld for the present, but the new device will soon be placed on the market about the first of the year.

John Hofreiter, who sings in one of the principal Polish Catholic churches of the city, recently returned from the East, where he made twenty-five records, mostly of Polish folk songs, at the Columbia laboratory. A. V. Morrissey, wholesale city salesman for the Columbia Co., "discovered" Hofreiter, who also sings under the nom de plume of Rokcansky, and is proud of the fact.

Robert R. Smallfield, proprietor of the Smallfield Music House, Davenport, Ia., was a recent Chicago visitor. In a chat with The World he said:

"I want to advise every young man in the country who has recently started in business for himself or contemplates doing so in the near future to carry talking machines. It's the best means in the world to get a foothold in the piano business. It brings in the ready cash during the struggle period, and gets you an acquaintance you could form in no other way. When I tell you that in the three years I have been in business I have sold enough machines to put one in every tenth home in Scott County, Iowa, and

Rock Island County, Ill. (embracing the cities of Rock Island and Moline) you can form an idea of what an aid this branch of my business has been. I am about to move into a new store double the size of the old one, and half of it will be devoted to the talking machine department."

The Rudolph Wurlitzer Co., of Cincinnati, through Edward H. Uhl, its Chicago manager, has filed suit against Frederick Sheppy, trading as the Crescent Talking Machine Co., alleging infringement of the patents owned by the Wurlitzer Co., on tone regulators. Both parties to the suit claim priority of introduction of their devices, and the matter will have to be fought out in the courts. The case is set for hearing the first Monday in December.

Mr. Hawthorne, of the Hawthorne-Sheble Manufacturing Co., was in Chicago early in the month on a visit to their secretary and Western representative, C. W. Noyes.

L. L. Leeds, manager of sales of Leeds & Catlin Co., was a recent visitor on his way to the Coast. He said that business was very satisfactory, and that the Imperial opera records were receiving a warm reception by the trade.

Henry C. Brown, manager of the advertising department of the Victor Talking Machine Co., was in Chicago last month on a general trip through the Central West, familiarizing himself with Victor jobbers and dealers, and general conditions in this territory.

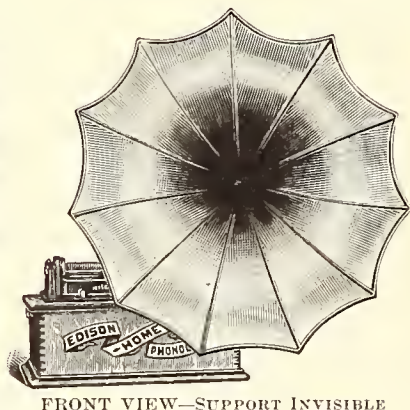
Lyon & Healy are now making their own disc record cabinets, and a large amount of space in their big factory fronting Union Park is devoted to that purpose.

J. Blumberg, Western manager for the Regina Co., is well pleased with the success which has attended the introduction of the new improved automatic Reginalphone in the West. This is certainly one of the most practical coin-controlled talking machines on the market. It occupies much less space than the ordinary instrument, holds six cylinder records, and has a novel and extremely valuable feature in the self-changing tune device. Mr. Blumberg also reports an excellent demand for the Sublimina piano and the other well-known products of the company.

C. W. Long, the new manager of the talking machine department of the Cable Company, is

## Chicago Horn Support

### FOR EDISON PHONOGRAPHS



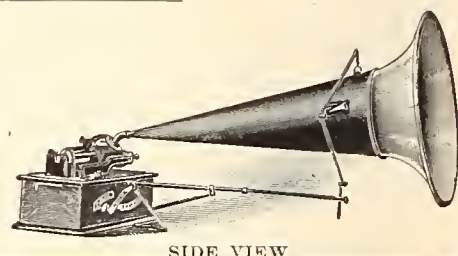
FRONT VIEW—SUPPORT INVISIBLE

The simplest, neatest and most practical Horn Support on the market. Has many advantages over other devices of this kind. Is adjustable to different size horns, holding the largest size bell horn perfectly without tipping the machine.

This support is so constructed that it comes directly under the machine and practically out of sight, leaving the top of machine perfectly clear. This support is quickly attached and detached, and folds up into a package 1 3/4 inches by 2 1/4 inches by 15 inches in length, allowing same to be packed inside of machine case. Handsomely finished in heavy nickel plate.

Ask your jobber to send you a sample. Retail price \$1.50 each.

**CHICAGO STAND CO.**  
266 Wabash Avenue, CHICAGO



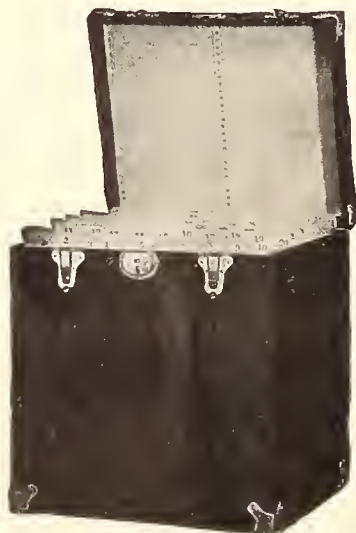
SIDE VIEW

## Record and Machine Cases

We manufacture a full line of cases for Cylinder and Disc Records, Machine Cases and Horn Cases. Carrying goods in stock, we can make prompt shipment. Our quality is the best, and prices right. Ask for our catalogue.

**CHICAGO CASE MFG. CO.**

142 and 144 W. Washington Street, Chicago, Ill.





Of Interest to  
**EVERY DEALER**

in

**TALKING MACHINES**

We are distributors of  
**EDISON PHONOGRAPHS  
RECORDS AND SUPPLIES  
COLUMBIA DISC AND  
CYLINDER GRAPHOPHONES  
RECORDS AND SUPPLIES  
RECORD CABINETS AND  
SUPPLIES FOR ALL KINDS  
OF TALKING MACHINES**

We carry a complete stock and are in a position to make **Prompt Shipments.**

All of our goods are new. No second grade or worn stock is carried in our warerooms.

### Our Monthly Specials.

Every month we have an attractive special offer to make to Dealers.

These offers have created great interest and we want to send our announcements to every dealer.

Is **your** name on our list? If not fill out the coupon and mail it to us.

The December offer will be an exceptionally good one.

SEND THIS COUPON

#### THE CABLE COMPANY Chicago

Please send announcement of your December special offer, and put my name on your list.

Name .....

Street and No. ....

City .....

**THE CABLE COMPANY**  
Talking Machine Department  
**CHICAGO**

rounding out his first month in a manner which betrays the resourceful talking machine man experienced in both the wholesale and retail branches of the trade. The company are going after the dealers' business in a strong way, and are now in a position to ship orders not only completely, but within twenty-four hours of the time of receipt. Two or three travelers will be put on the road as soon as the proper men can be found. Mr. Shepherdson, a well-known man in Chicago and formerly assistant to E. C. Plume when the latter had charge of the retail department here, has been secured by Mr. Long to take charge of the instalment department.

Babson Bros. are making big success of the wholesale business—something not to be wondered at, considering the personality and equipment of the members of the firm and of G. M. Nisbett, wholesale manager. They carry an immense stock of Edison goods and a general line of supplies, and are making a strong specialty of quick shipments with a minimum percentage of "outs."

Frederick Sheppy, of the Crescent Talking Machine Co., won the pennant for selling the first Auxetophone in Chicago. He had to fairly beg it of Manager Geissler, of the Talking Machine Co. Sheppy sold it to the proprietor of a cafe down on Cottage Grove avenue, who was a bitter skeptic until he heard the machine. There's a big future before the Auxetophone in Chicago, Mr. Sheppy says, as soon as the Victor Co. are able to make deliveries. It will meet a long-felt want in many places where musicians are now employed at a cost of many times the price of an Auxetophone.

W. E. Fitch, formerly credit man for the Talking Machine Co., is now with Babson Bros., wholesale, looking after the credits and acting as Manager Nisbett's chief assistant.

John McDonald, a well-known piano dealer of Kansas City, Kan., and U. L. Means, who have stores at Sterling and Winfield, same State, have consolidated their interests under the name of the McDonald-Means Piano Co., with headquarters at Kansas City, Kan., but continuing all three stores. They will add talking machines in a retail way now, and expect to become jobbers after the first of the year.

The Crescent Talking Machine Co. report a steadily increasing trade on the Crescent tone regulator. They are not only handled extensively by jobbers in this country, but shipments have been made to Europe, Java, the Hawaiian Islands and other sections of the footstool.

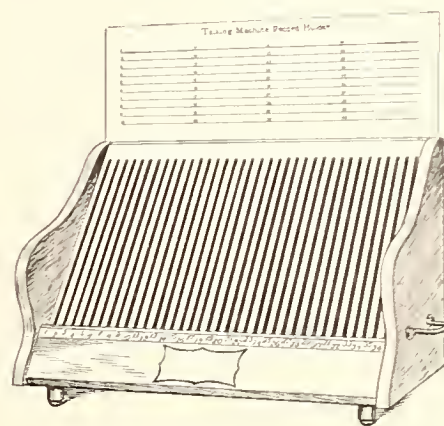
Kreiling & Co., 855 North 40th avenue, Chicago, manufacture the "Tiz-it" all-metal horn connection for Edison phonographs and Columbia cylinder graphophones, having the new style lyre-shaped reproducer. The manufacturers claim that the device increases the volume of tone and makes it clearer and eliminates "blasting," while the usual soft rubber connection deadens the sound. Furthermore, the device prevents wear on the feed screw and nut, as it offers no resistance or strain laterally while the reproducer travels over the record, as when using rubber connection. Kreiling & Co. also make a speed pointer for cylinder machines which is very simple and practical.

The Chicago Case Manufacturing Co. are having the largest fall trade in their history on their line of carrying cases and record cases. Their line is remarkably complete, and the company enjoys a high reputation for quality of product.

Lyon & Healy have just issued a new illustrated and descriptive price list of "Victor and Edison supplies." Horns of different makes, cranes, carrying cases, record cases and needles are among the lines covered. Special attention is, of course, paid to the Lyon & Healy Soft-tone attachments and needles, and to the firm's special brand of Damascus needles. The firm also state that in a circular letter that they have several of each number of the Edison catalogue, except three, and expect to have those in by the time the circular reaches the trade.

Cal. Stewart, whose laughing stories have been famous to talking machine lovers since

## X The Handy Counter X RECORD RACK X



Just the thing for  
Holding new  
Monthly Records  
Beautifully Indexed  
List \$3.50

Exhibition Needles  
Our Brand  
Your Imprint on each  
envelope  
Write for sample

**Remember**  
**WE WHOLESALE EXCLUSIVELY**  
Before placing your Fall  
stock order  
Write for our accessory  
Catalogue  
We have some new ideas  
in Cabinets

Not a Machine held back  
For Retail business  
**We do no retail**  
Everything at your dis-  
position  
And, we have placed the  
Largest stock order in the  
History of our business  
We depend on your busi-  
ness only for our living

**Exclusive Victor Distributors.**



105-107-109 Madison Street,  
CHICAGO, ILL.



1897, has been in Chicago for the past three weeks, making the circuit of the outlying theaters with the Man's Broken Promise Co. He has a role built on the Uncle Josh order, and has been permitted to introduce some of his original monologues and specialties. In spite of the fact that he becomes a bit pensive when he thinks of the imitators who have broken into his peculiar field, he is the same jolly optimistic Cal. of yore. On Tuesday and Friday mornings of last week he gave a demonstration of record making at the Columbia headquarters at 88 Wabash avenue. He shot some of his standard numbers, laugh and all, into the recorder, and they were reproduced with great effect through the Twentieth Century graphophone. Before he left New York he made a new batch of Uncle Josh records at the Columbia laboratory. They include Uncle Josh's visit to the dentist, his experience with labor unions (a splendid piece of satire), the wooden wedding of Uncle Josh and Aunt Nancy, the descriptive reading for the quartette in "The Meeting of the Hen Roost Club," and a number of others. Mr. Stewart is now making records exclusively for the Columbia Co.

Joel Mossberg, who has made a number of successful records of Swedish folk songs and Swedish renditions of standard songs for the Victor Co., is a Chicagoan. He has done considerable work in light opera, is the basso of the Sixth Presbyterian Church choir, and teaches.

The big factory of the Salter Manufacturing Co., 102-108 North Oakley avenue, is busily engaged taking care of the large demand for their excellent line of record and music cabinets. The new styles, No. 705 disc and No. 710 cylinder record cabinets, are experiencing something very like a boom.

Manager A. D. Geissler, of the Talking Machine Co., reports that October sales for Victor talking machines and records exceeded the business of any month since the inception of the house. The latest member of the Talking Machine Co. force to set the wedding bells tingling is Virginius W. Moody, city sales manager, who was married the other day to Miss Ethel M. Hannah, of Dallas, Tex., at the home of the bride's parents in that city.

The Chicago Stand Co., 266 Wabash avenue, Chicago, have added a number of important firms to their list of jobbers of the Chicago Horn Support for Edison machines the past month. The device has some very distinctive points of merit, and the demand for it is growing at a rapid rate.

C. L. Hibbard, who has been district manager of the business phonograph department of the National Phonograph Co., has been promoted to the position of Western manager, a new position created with the inauguration of the broader

policy adopted by the company relative to the distribution of their commercial machines. Mr. Hibbard has just returned from a visit to headquarters, bringing his new honors with him. While in the East Mr. Hibbard will, of course, make his headquarters in Chicago, as in the past, but will travel to some extent, establishing agencies for the business phonograph. Edwin C. Barnes, who has heretofore been a member of the Chicago selling force, has been made district manager.

L. L. Lewis, manager of the language department, is proud of some of the students he has on the list. Burton Holmes, the famous lecturer, has studied German through the International Correspondence Schools' course, and is now taking Spanish through the same medium.

### THE BOYD-HARRISON CO.

Have Just Opened Up in the Automatic Musical Instrument Field and Promise to be an Influential Factor in the Trade.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,  
Chicago, Ill., Nov. 10, 1906.

A new concern which promises to be a strong factor in the automatic musical instrument field is the Boyd-Harrison Co., which has just been organized, and will apply for articles of incorporation in a few days. The principals are both men of experience in the talking machine and coin-controlled fields.

W. T. Boyd founded the business of the Indiana Talking Machine Co., and was its president. Later he became widely known to the trade of the country as a member of the traveling force of the Zouphone Co., and has recently been in charge of the automatic department of the Chicago house of the Rudolph Wurlitzer Co. J. W. Harrison was at one time connected with the Columbia Co. in Chicago, and was afterward manager of their Indianapolis store for two years. Returning to Chicago he took charge of the automatic electric piano department of the Cable Company, and when the talking machine department was established assumed charge of it in addition to his other duties.

The Boyd-Harrison Co. will make leaders of the Standard and Favorite electric pianos, but will also handle other automatic specialties, together with premium goods and advertising novelties. Their thorough knowledge of the coin-controlled proposition will enable them to give dealers valuable advice as to the best methods of handling this branch of their business. The company have established offices and salesrooms in the Willoughby Building, Nos. 6 and 8 Madison street, corner of Michigan avenue.

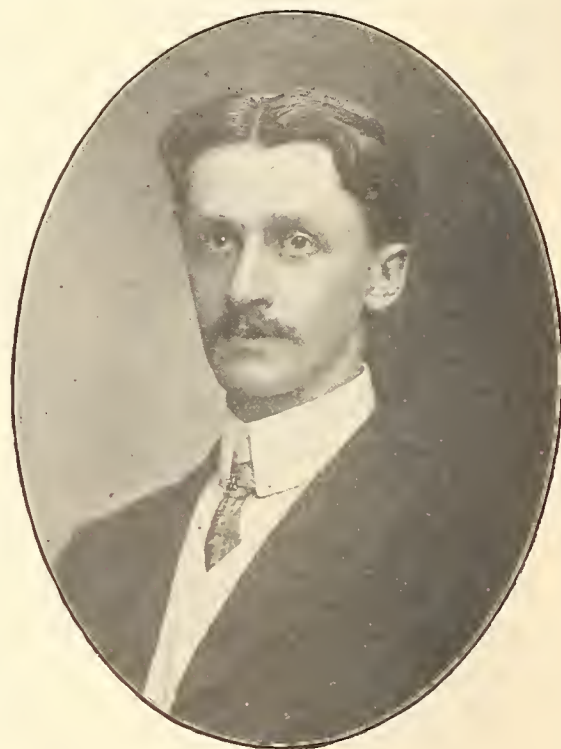
### NISBETT ENTHUSIASTIC.

Wholesale Manager of Babson Bros. Has Splendid Record in Talking Machine Field—Interesting Chat Regarding His Experiences.

(Special to The Talking Machine World.)

World Office, 195 Wabash Ave.,  
Chicago, Ill., Nov. 10, 1906.

The talking machine has no more enthusiastic exponent than George M. Nisbett, wholesale manager for Babson Bros., of this city. He has been a material factor in the development of the business in the West, and has seen its growth from the fake class, where it was once placed by gen-



GEORGE M. NISBETT.

eral opinion, into the musical instrument art class. Like all men who are thoroughly conversant with present-day tendencies, Mr. Nisbett believes that the industry is only in the beginning of its larger development.

When Mr. Nisbett first became connected with the business in 1895, the talker was still largely a mail order proposition, and he started in with Montgomery, Ward & Co. His ability soon manifested itself, and it was not long before he was practically the head of the department. He had the title assistant manager and buyer, but in reality was the whole thing, as the nominal head had a number of other departments to look after. The intelligence and energy with which the department was conducted attracted attention, and in 1900 he became a member of the force of the National Phonograph Co., traveling

# CRESCENT TONE REGULATOR

No. 1 for VICTOR and ZONOPHONE Disc Machines,

No. 2 for EDISON and COLUMBIA Cylinder Machines,

can be attached in ONE minute. Simple in construction. Very neat appearance, DOES NOT WEAR ON THE RECORDS; the volume of sound can be regulated WHILE THE MACHINE IS PLAYING; it does away with the annoyance of having to stop the machine and change the needle in order to get a variation in the volume of sound. With the CRESCENT TONE REGULATOR the change is instantaneous. You can also give expression to the music. The sale on this little Regulator has been phenomenal and we are now selling the largest Jobbers in the country. It is one of the best selling accessories in the talking machine line. This device is the invention of Mr. Frederick Sheppy, formerly mechanical expert with Lyon & Healy, of Chicago, and application for patent has been made by him and is now pending.

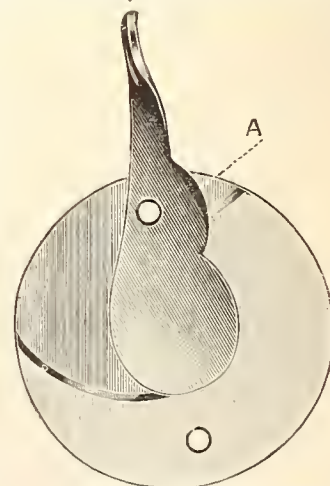
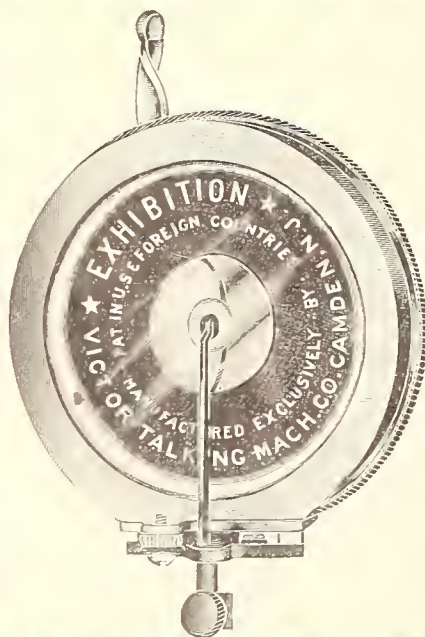
We are the sole licensees for the manufacture of the "Crescent Tone Regulator" and will protect our customers in the sale of same.

Retail price is \$1.00.

If you do not handle the Crescent send for sample and discounts.

**CRESCENT TALKING MACHINE CO.**

3749 COTTAGE GROVE AVENUE - - - CHICAGO, ILL.





in the West and reporting to New York. In reality he started the Chicago office, as within five months it became necessary to have headquarters in Chicago, where a stock of machines and records could be carried to fill emergency orders from jobbers. When the National opened general Western offices in Chicago, Mr. Nisbett was made assistant manager, and in 1904 was promoted to the Western managership, which he retained until the company closed its offices here on June 1 of the present year. Babson Bros., who were preparing to go into the wholesale business as exclusive Edison jobbers on a large scale, were quick to snap up Mr. Nisbett and with him the old Edison offices and warerooms at 304 Wabash avenue.

During his career in the talking machine business Mr. Nisbett has done an immense amount of traveling throughout the West, and he has a fellow feeling for talking machine travelers, and, indeed, for road salesmen in general.

"I often wonder if employers as a rule realize what the men on the road have to contend with, and how little time the conscientious man has to himself," said Mr. Nisbett the other day.

"If you economize your time to the best advantage you must get up at all hours of the night to make trains; must frequently get out long before the breakfast hour at home in order to catch a dealer before the rush of the day begins, and often you find it impossible to get his attention during the day at all, and must make an appointment at night. Then no matter how late the hour, the report to the house must be made out; you get only a few hours' sleep—

sometimes none at all—before the jump to the next town.

"Not so very long ago I had an experience in a Northern Wisconsin town, which is quite typical. The conditions were not conducive to comfort. The thermometer was 18 degrees above and there was no heat in the hotel, as the boilers had been ripped out for repairs. I called on my dealer, and when I opened up found my concert machine had been smashed. Consequently I couldn't demonstrate records. The dealer suggested a way out, but it meant that I would have to wait four hours until the store closed. At six o'clock I met him, and he saw about as frozen a mortal as you would want to find. We went to a saloon where there was a phonograph slot machine. We were preceded by a tall, ungainly lumberman, who made a dash for the machine and dropped in his nickel. The result pleased him so that he actually played the record a dozen times in all, spending sixty cents in the operation. We stood by reciting soul stirring poems to ourselves. Of course, we could say nothing, as the man was making money for the house. Well, we finally got hold of the machine and I demonstrated my records. It all ended satisfactorily, as the man gave me an excellent order.

"Just to show the way the business is developing from the dealer's standpoint, I have exclusive talking machine dealers come in here every day who first added talkers as a side line and finally found it advisable to drop their original business altogether and devote their entire time and energy to 'canued music,' as Mr. Sousa has so courteously termed it."

## HENRY J. HAGEN'S GREAT TRIP.

Visited South America to Secure Records of Creole and Spanish Songs—Got Some Fine Operatic Records in Italy—Instrumentals by Leading Orchestras—Interesting Chat With This Expert Record Maker.

While Henry J. Hagen, who recently returned from a record-making tour to South America and Italy, was unusually successful, he secured a number of unique examples in voice reproduction upon which the Universal Talking Machine Manufacturing Co. may well plume themselves. Chatting informally with The World of his trip in New York the other day, Mr. Hagen, who is nothing if not modest in his manner, said:

"I was two months in Buenos Ayres, going by the way of Hamburg from New York, and my main purpose was to obtain records of the creole of Spanish songs, and many excellent reproductions were secured, remarkably few being lost. I also got some Italian operatic records, but the expense was too great, as the singers, when in South America, generally demand ridiculous fees—several times higher than when at home in Italy—therefore I had to cut them out. Then their status in the profession is exaggerated beyond all reason. For example, a tenor lyric (Henry always speaks by the card) who would stand second rate in Buenos Ayres, would be, without question, about sixth on his native heath.

"STANDARD"  
ELECTRIC  
PIANOS

## BIG MONEY

In Handling Automatic Musical Instruments

FAVORITE  
ELECTRIC  
PIANOS



STANDARD and FAVORITE ELECTRIC PIANOS contain expression devices and other features which raise them way above the ordinary coin controlled class.

NOT ONLY CAN WE SELL YOU THE VERY BEST ELECTRIC PIANOS AND OTHER AUTOMATIC MACHINES ON THE MARKET, BUT OUR LONG EXPERIENCE IN PLACING COIN-CONTROLLED MACHINES IS AT YOUR SERVICE.

We can help you plan a winning campaign

PICTURE  
PROJECTING  
MACHINES

BOYD-HARRISON CO.

6 and 8 MADISON STREET, - - CHICAGO

PREMIUM  
GOODS AND  
ADVERTISING  
NOVELTIES

## WE CAN TURN YOUR SURPLUS STOCK INTO

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$

List anything you want to dispose of with us. Others are doing it, WHY NOT YOU? We issue a Jobbers' Exchange Bulletin monthly. November Bulletin contains 5,356 Machines.

41,800 Records of all makes. If you failed to receive it write without delay; prices very interesting.

We are also direct factory representatives for everything pertaining to the Talking Machine business.

**Western Talking Machine & Supply Co.**

DILLBAHNER & FEINBERG, Props.

185 Dearborn St.

Chicago

## See That Ball?



PAT. AP'L'D FOR

"TIZ-IT"

The New

ALL-METAL-BALL-AND-SOCKET-  
SWIVEL-JOINT

## Horn Connection

Increases tone volume and quality. Stops blasting. Also makes better home-made records. Soft rubber connection deadens the sound. "TIZ-IT" makes it louder and clearer. It consists of ball and socket. Ball swivels freely in all directions. Made of brass, nickel-plated and polished.

For Edison Phonograph and Columbia Graphophone

RETAILS AT 50 CENTS

Regular Discount to Dealers

**KREILING & COMPANY**

Inventors and Sole Manufacturers

855 North 40th Ave., CHICAGO



"In Milano," continued Mr. Hagen, with a distinct flavor of sunny Italy in his voice, "I was very successful. Besides recording a large number of selections and choruses from all the principal operas, I obtained the full score of 'Rigoletto,' 'Aida,' 'Cavalleria Rusticana,' 'Faust' and 'La Boheme.' Up to this time the disc records of but one complete opera, that of 'Il Trovatore,' is known in this country, being put out by the Victor Talking Machine Co. So you see, it was no small undertaking to record the full musical scene of these operas. In addition I have a large collection of instrumentals from the best known orchestras and band organizations in the whole of Italy. Of course, some singers, who are bound up in contracts, were unattainable, many of them having signed exclusively with the Fonotopia Co., owned and controlled by G. Ricordi & Co., the famous music publishers. This reminds me that not a few beautiful operas not yet heard in the United States are perfectly familiar to the people of the South American countries, and made so through the talking machine.

"Am I glad to get back? Well, I should think so. People at home have no conception what the sight of the American flag is in a foreign port to the wanderer from his own fireside. It just makes your patriotic feelings boil over, and you feel like hurrahing every few minutes.

"I met Henry B. Babson, the president of the company, in Milano, and he afterward went to Paris with E. Long, the manager of our export department, you know. Mr. Babson is no stranger in Europe. He has been over a number of times. You remember when he was in China and made that big coup on records? That was the time he came back by the way of the Trans-Siberian Railroad, going through Russia. This Siberian road run the trains only during the day, and at night everybody gets out and stops at the station, where the accommodations are far from palatial. Then the next morning the journey is resumed. South America is a great country, almost twenty-five years behind us, but is the coming part of the world."

### EMERALD ISLE HAPPENINGS.

**Auxetophone Attracts Great Crowds at Public Concert—Present Season Destined to Excel Any in Volume of Business—Edison Machines to Make Announcements at Railway Station—Columbia Graphophone Used Instead of Band at International Foot-ball Match—Sterling Records Popular.**

(Special to The Talking Machine World.)

Belfast, Ireland, Nov. 3, 1906.

The Auxetophone still continues to attract large crowds to the Saturday evening concerts at Ulster Hall, this city; the perfect rendition of all classes of records by this "world's wonder," especially of songs by the great prima donnas Mesdames Melba and Patti, and the famous tenors, Caruso, Tamagno and Scotti, has begotten a love for "talkers" hitherto unexperienced by the wealthier section of music lovers. While the people wend their way homeward from the hall they become transfixed opposite the Edison factor's premises, to which they are drawn by the two powerful American Cooper-Hewitt Mercury vapor electric lamps used by the proprietor (Osborne) for lighting his store, and particularly by the fascinating musical programme of popular "pantomime hits," rendered by the Columbia Twentieth Century sound-magnifying graphophone. No instrument can compare with the machine referred to for out-of-door concerts; hundreds have confessed that they have hurried from adjoining streets in the expectation of hearing a military band pass the City Hall, only to discover as an agreeable surprise, however, that they had been listening to a band piece on the graphophone.

"Sterling" records (one shilling) seem to be growing more popular every day. It is most interesting to watch from year to year the stock racks and shelves of an up-to-date dealer or factor, the quantities he holds of various records clearly indicating the popularity of the different brands.

Although T. Edens Osborne has been selling gramophones since autumn of 1898, he reports that this season has been absolutely phenomenal so far as the output of gramophone and zono-phone products is concerned. The Gramophone Company's yearly balance sheet has just been published, and the figures are highly gratifying; all the company's dealers in British Isles are delighted at results of the year's trading; there is probably no firm of talking machine manufacturers who are in closer touch with their dealers than the Gramophone Company; this is traceable to a widespread appreciation of their business methods, their prompt attention to orders, the courtesy displayed in their correspondence, and the kindly interest manifested by their manager, S. W. Dixon, in all dealers who loyally respect the price-maintenance agreements.

The Columbia S. M. graphophone proved an excellent substitute for a band at the international football match (Ireland versus England), contested at Cliftonville, Belfast, a couple of weeks ago. Ireland was defeated.

A talking machine enthusiast recently confessed she was so much enamored of her gramophone that she removed a partition wall and "threw two rooms into one," on account of the instrument being too loud. She could not conceal her feelings of remorse when told that the same result could have been achieved by placing a silk handkerchief in the trumpet.

One of the ticket checkers at a local railroad depot recently complained of hoarseness occasioned by having to shout so frequently, "All tickets please"; he has just arranged to make a record on an Edison Standard of these words, repeated again and again for two and one-half minutes, and hopes the railway company's manager will permit him to use the phonograph at the ticket barrier as a substitute for his own vocal efforts.

Odeon double-sided disc records are growing in demand; a large percentage of them sound loudly, clearly and sweetly on the auxetophone.

## TOPHAM'S CASES

are the original and standard. Build up your trade by carrying the standard rather than the imitation.

For 36 Records

These are a few styles only.

1855

Canadian Distributors  
**R. S. Williams & Sons Co., Ltd.**  
Toronto and Winnipeg, Canada.

Pioneer Manufacturer



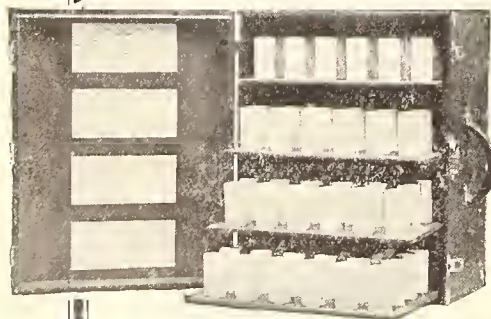
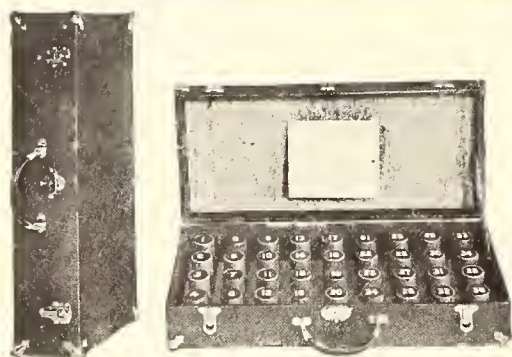
Write for complete catalogue and price list.

1906

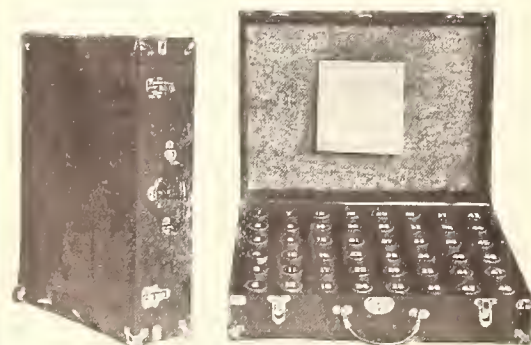
New England Distributors for Disc and Machine Cases,  
**M. Steinert & Sons Co.**  
Boston, Mass.



Made for Any Make and Number Machines.



For 96 Records  
Something New and Exclusive With Us.



For 48 Records

All our cases are made from select lumber, covered with a genuine book cloth, imitation of seal grain leather. An inside flange, which is cut from the solid wood, forming the top, thus giving strength and keeping out dust and dampness, is a point I claim exclusive to our case. Cylinders are made on especially constructed machines and are correct size and uniform diameter. By my special method of fastening in, they are absolutely secure.

**JAMES S. TOPHAM**  
WASHINGTON, D. C.



10 and 12 inch





## TRADE NOTES FROM BOSTON.

**Business Continues Satisfactory—Some Difficulty in Getting Certain Goods—Language Study at Eastern Talking Machine Co.'s Store—Read & Read's New Store—Columbia's for Skating Rinks.**

(Special to the Talking Machine World.)

Boston, Mass., Nov. 9, 1906.

All the talking machine stores might well put out the sign, "Standing Room Only," business is so good this month. Both the jobbers and the retailers make the same report, and a glimpse of the number of customers on the floor proves it to be true. The chief trouble is, as it always has been, the inability to get goods from the factories, and especially now the Victor-Victrola is the thing most demanded. It can't be had for love or money.

"Crowded for room" is the cry at the Oliver Ditson store, where Manager F. W. Winkleman is pushing the Victor goods. "We could sell twenty-five Victrolas this month if we could only get them," he says. The Victor goods are the kingpins here, and Mr. Winkleman has formulated a system whereby each record is put into an envelope as soon as it is received from the factory, and remains in it until it reaches the customer's home. This saves all danger of its being scratched or marred, especially during shipment.

At the Winchell Co.'s Summer street store a number of interior changes have been made. The business office has been transferred to the balcony, leaving more room for the display of goods. This company has recently secured the agency for the entire Regina line, and will be virtually the New England headquarters of this firm. A fine business is done here on the Zonophone and on the Victor and Edison records and machines.

At Houghton & Duttons, Manager Howe reports a phenomenal business, especially during

the last three weeks when he says that he has done more business than in the three months previous. He has put in the Victor line and reports a great sale on the Edison records. A change is being made in the method of keeping records, the tray system being installed.

At the Columbia Phonograph Co., Manager Blakeborough has made a change in the location of his office, which is a marked improvement in the general appearance of the store. He reports business as particularly good, and the number of customers in the store at the time the writer called was ample verification. Mr. Blakeborough is enthusiastic over the extended use of the Columbia phonographs in the various skating rinks of the New England States, in place of orchestras. He showed the writer a number of letters from skating rink managers, indorsing the phonograph as a medium for enlivening the rink and furnishing music for skaters. The fact that it is much cheaper than an orchestra is a great factor; in fact, one rink manager, who is also the manager of an orchestra, has displaced his own musicians by an instrument. Mr. Morse, of the wholesale department of the Columbia Co., has been in Boston this week, looking over affairs at the local warerooms.

A demonstration of the advantages of the talking machine in the study of foreign languages is to be made at the Eastern Talking Machine Co.'s store this week. Victor-Victrolas are a minus quantity here also, although a large number have been ordered. General Manager Taft declares that he has never known of the time when business was generally so good as at present, and he predicts that the talking machine is to be one of the greatest factors in commercial progress.

A unique idea in window advertising was adopted recently by the Columbia Phonograph Co. The lower half of the window was covered with a white cloth, in which a peek-hole was cut, and over this was painted the words, "For Men Only." It was a sight to witness the crowd of men—almost a continuous line—who took turns

in looking through this peek-hole, only to find confronting them, inside the window, a sign which read: "November Records For Sale Here Now." It made a hit along the street.

The firm of Read & Read are preparing to remove to their new store on Essex street, opposite the big Siegel store, within a week. This will be a big improvement, as it is on the ground floor and is nice and light. Business here has increased greatly in the last month.

## CURIOUS AUXETEPHONE EXPERIMENT.

A curious experiment was tried with an auxetophone in a New York wareroom recently. It is well known that when the bellows are not in operation, the tones die away and become very faint. A duet record was placed on the revolving table, and by shutting off the power at the proper moment, the effect of great distance between the singers was produced. Some of the hearers could not believe until proof was forthcoming that such was not the case, and some seemed to prefer the effect to the proper way in which the record should have been reproduced. A perfect echo effect was accomplished by using a record on which a line was repeated wholly or in part.

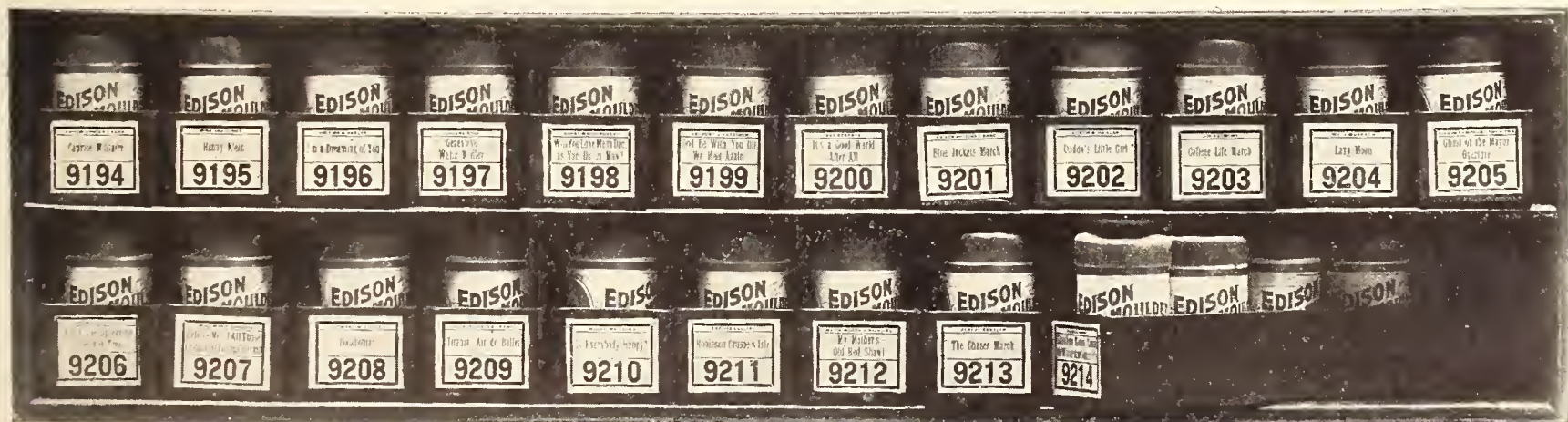
"Il Trovatore," Verdi's great opera, complete in twenty records, is among the latest offerings of the Victor Talking Machine Co. The records were made by the entire company of La Scala Theatre, Milan, Italy, and contain the entire opera from opening chorus to last act and finale. The new set of records has been advertised extensively and direct to the consumer, the retail price being \$21.60 per set.

J. R. Challen, inventor of the whisperphone attachment to the telephone, and an old-timer in the talking machine business, was in New York recently visiting the trade. Mr. Challen is now manager of the Philadelphia branch of Collier's Weekly.

## INCREASE YOUR RECORD BUSINESS

### THE TRAY SYSTEM FILLS THE LONG-FELT WANT

Every dealer will readily see the advantages obtained by using this System of carrying records in stock. It is concise and appeals at once to the prospective customer. Every dealer using this System speaks in the highest terms of its convenience and selling power.



By actual experience sells as many records as a first-class salesman. Makes a more attractive looking stock than can be obtained by any other method.

*Sold to the trade in complete outfits, consisting of 1350 Trays and Labels for every Edison record listed in the Domestic catalogue.*



## VICTOR CO. ANNOUNCEMENT

Regarding the Recent Decision of the Court of Appeals in the Case of the Victor Talking Machine Co. Against the Talk-o-Phone Co.

Under date of October 31, the Victor Talking Machine Co., Camden, N. J., write The Talking Machine World as follows:

"We are sending herewith copy of letter sent to our various distributors, also a copy of the announcement as it appears in the coming issue of 'The Voice of the Victor.' As you will note, this letter of announcement refers to the recent decision of the Court of Appeals in the cases of the Victor Talking Machine Co. against the Leeds & Catlin Co. and the Talk-o-Phone Co."

The letter is subjoined, to wit:

"We desire to advise you that we have received a communication from our counsel, Horace Pettit, Esq., notifying us that the United States Circuit Court of Appeals, of New York, in our suits against the Talk-o-Phone Co. and against the Leeds & Catlin Co., on October 12, 1906, affirmed the decision of the court below granting preliminary injunction against each of the defendants in the above entitled cases, again sustaining our fundamental Berliner patent No. 534,543, for the combination of our disc talking machines and records, and method of operating the same, and restraining the defendants from manufacturing and selling disc records and machines in infringement of the said patent.

"You will recall that this patent had been previously sustained in our suit against the American Graphophone Co. by the United States Circuit Court of Appeals, and that the defendants in the present suits made unavailing strenuous efforts to have the patent declared invalid. We expect to at once proceed to enforce our rights by preliminary injunction against all infringers, including all manufacturers of infringing machines and records who have not taken a license from us, and dealers in such infringing goods. We have previously notified you that the Universal Talking Machine Manufacturing Co. and the American Graphophone Co. had each taken out licenses."

The announcement referred to in the company's letter above, reads as follows:

"The cases of the Victor Talking Machine Co. against the Leeds & Catlin Co. and against the Talk-o-Phone Co., on appeal from the court below granting preliminary injunction, were argued before the United States Circuit Court of Appeals of New York on October 11, 1906. Louis Hicks argued the cases on behalf of the defend-

ants, while Horace Pettit represented the Victor Co. Upon adjournment, the Court of Appeals went into consultation, and after considering the elaborate briefs filed on both sides, Judge Wallace delivered an opinion at the opening of the court on the morning of October 12, in favor of the Victor Co., affirming the decision of Judge Townsend in the court below, on all points. Counsel on behalf of the Leeds & Catlin Co. and the Talk-o-Phone Co. argued every conceivable defence, but the court, however, decided in favor of the Victor Co., affirming the lower court. In conformity with the decision of the Court of Appeals, of October 12, 1906, a decree has been entered in each of the cases, and preliminary injunction issued in conformity with the order of the Court of Appeals against each of the defendants."

Regarding the appearance of the Leeds & Catlin Co. as defendants in the above case, the company have repeatedly informed The World that their connection therewith was indirect entirely. That in the course of a business transaction they had accepted some machines from the Talk-o-Phone Co. in settlement of a debt, and were in nowise involved, excepting in this way. Therefore whenever The World has had occasion to report the above litigation as it passed from court to court, this explanation has been duly made in justice to the attitude of the Leeds & Catlin Co.

## JOHNSTON'S, LTD., MAKE ASSIGNMENT.

Johnston's, Ltd., talking machine dealers, of 191 Yonge street, Toronto, Canada, have assigned to W. L. Martin & Co. The liabilities are \$18,000, with assets nominally the same, consisting of stock about \$10,000 and book debts \$8,000. Tenders for the purchase of the stock are now being advertised for.

## HEXT CO. HAVE VICTOR AGENCY.

The Hext Music Co., Denver, Colo., have taken the Victor agency in addition to those for the Edison and Columbia lines which they previously carried and have arranged their store in such a way that each line is given a separate room for exhibition and testing purposes.

## ROUSH BUYS OUT E. G. HAYS.

The talking machine department of E. G. Hays & Co., Pittsburg, Pa., has been purchased by the Standard Talking Machine Co. Victor, Edison and Columbia lines are handled.

The Duplex Phonograph Co., Kalamazoo, Mich., have increased their capital stock from \$30,000 to \$100,000.

## PRICE LISTS AND CATALOGUES WANTED

(Trade) of all novelties in photographic materials, talking machines, records, etc.

**RAFAEL FAVARO & CO.**  
Calle 25 de Mayo, 280  
Montevideo (Uruguay), S. America

*Playrite*  
TRADE MARK

## NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300, 75c. 1,000.

*Melotone*  
TRADE MARK

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Each needle can be used SIX TIMES. No special attachments needed. Packed in RUST PROOF packages of 200. Price, 25c. Package.

NOTE—We furnish Jobbers and Dealers with ADVERTISING MATTER FREE. Big profit. Write for FREE SAMPLES.

Manufactured by

**BLACKMAN TALKING MACHINE CO.**  
97 Chambers Street, New York

## STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.



**THE BAUER CO.,** 1410 North Sixth Street, Philadelphia, Pa.

## Some Facts Worth Considering

**T**HE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings**, for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

**National Musical String Co.**  
New Brunswick, N. J.

## ATTENTION

## Edison and Victor Dealers

**WE ARE KNOWN** all over Pennsylvania as the largest Edison and Victor jobbers in the State.

**WE ARE PIONEERS** in the Talking Machine business and among the first to sell both these lines and **OUR EXPERIENCE COUNTS** in YOUR FAVOR.

**IN ADDITION** to machines and records we sell supplies of all kinds. We particularly call your attention to our fine line of **CYLINDER** and **DISC CABINETS** and our **SUPER NEEDLES**.

**WRITE FOR PARTICULARS**

## PENN PHONOGRAPH COMPANY

17 South Ninth Street - - PHILADELPHIA, PA.



# Leading Jobbers of Talking Machines in America

## OLIVER DITSON COMPANY

Are the largest Eastern Distributors of  
**Victor Talking Machines and Records**

Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

**150 Tremont St., BOSTON, MASS.**

## SAINT LOUIS TALKING MACHINE CO.

Southwestern Headquarters for  
**Victor Machines and Records**  
We are Specialists of long experience and guarantee satisfactory service  
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it will be money in your pocket to order

**Victor Machines and Records**

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Our Motto: { Quick Service and a Saving  
in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great.  
Be sure and have your firm in the December list.



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## Lewis Talking Machine Co.

15 South 9th Street, Philadelphia, Pa.

**Columbia Jobbers**

SUPPLIES OF EVERY DESCRIPTION

Give us a trial on your next month's Record order.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great.  
Be sure and have your firm in the December list.

### EXPANSION ON PACIFIC COAST.

Business Is Very Satisfactory in San Francisco  
—Jobbers and Dealers Doing Good Work.

(Special to The Talking Machine World.)

San Francisco, Cal., Nov. 4, 1906.

The talking machine section of the city has spread beyond the confines of Fillmore street and Van Ness avenue, and encroached upon Golden Gate avenue, which connects the two thoroughfares. The new stores in this locality are brilliantly illuminated at night, and business on that street is developing rapidly. Peter Bacigalupi & Sons have their big wholesale store on Golden Gate avenue, between Laguna and Buchanan streets, and have doubled the business in both Edison and Victor goods in the last six months, and Heydenfeldt & Co., located on the same avenue, near Fillmore street, have also enjoyed a large and constantly increasing trade in the Edison and Victor lines, and also in Zon-O-Phones.

Sherman, Clay & Co., Clark Wise & Co., the Bartlett Music Co., and, in fact, all the larger concerns, are exploiting their talking machine departments on a broad scale, often devoting to it fully half of their regular advertising space. So successful has been the "talker" business with Clark, Wise & Co. that they have arranged to enlarge the department given over to this branch of the business, which is under the capable management of Richard Wise.

Byron Mauzy, who devotes his attention especially to the Victor, has plenty to keep him busy, and when he occupies his new building, will give over a large portion to that department.

The Columbia Phonograph Co., on McAllister street, are continually opening new accounts, both in and out of town, and have succeeded in placing some very large opening stocks that will mean more business in the future.

All in all, the talking machine situation in San Francisco would be hard to improve upon, and the end is not in sight, everyone handling machines and records finding that the difficulty lies in obtaining sufficient goods and a place to store them, rather than in finding purchasers.

Now that election is over, let us settle down to work.

### EDISON COMMERCIAL SYSTEMS.

Business Will be Placed in the Hands of Jobbers and Dealers Qualified to Handle It.

In its last issue The World announced the willingness of the National Phonograph Co. to place its commercial system in the hands of Edison jobbers and dealers qualified to handle the business, otherwise appointments will be made among other local firms. In calling the attention of the trade to this preference the company have since declared the following features are important: First, representatives must purchase the proper number of outfits for writing their correspondence, and for demonstration, at the special discount of 20 per cent; second, branch offices of the commercial department will send any goods to customers they may require, either for outright purchase or for trial, and assume the account so that representatives need not carry any stock; third, representatives must provide salesmen and a mechanic for repairs—the branch office of the commercial department will supply all of the repair parts; fourth, the commercial department branch office will bill the goods direct to the customer and the National Phonograph Co. will be responsible for the collection of account; fifth, on all goods installed by representatives a commission of 20 per cent, will be allowed when the customer has paid for the goods to the National Phonograph Co.

### A NEW TRAY FOR CYLINDER RECORDS.

J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., has been experimenting for several months in an effort to provide improved systems for dealers in carrying a stock of records. One of Mr. Blackman's recent improvements is a folding tray for cylinder records, which is shipped perfectly flat, but in a few seconds can be folded into a strong tray to hold records.

The Blackman Co.'s advertisement in this issue illustrates this improved tray, and it will be interesting for the dealer to know that with record label it costs less than 1 cent for the popular sizes. If the dealer will consider the handsome appearance that a stock of records presents, as well as the fact that he can immediately place his hand on any record called for,

he will realize the investment is a very economical one.

Most out-of-town dealers have hesitated about using the label and tray system because the transportation on the old style trays was so great and, in most cases, almost equal to the cost of same. This objection has been overcome, however, by the improved folding tray, which, being shipped flat, makes the cost of transportation very small and saves the dealer about one-half on the cost of the trays. Sample trays are being mailed to all dealers and jobbers upon request, and the idea has met with great favor among the trade.

### PARDELL DIAPHRAGMS IN DEMAND.

(Special to The Talking Machine World.)

New Haven, Conn., Nov. 9, 1906.

The Pardee-Ellenberger Co., of this city, are meeting with very general success with their Pardell diaphragm. Orders are coming in from jobbers and dealers all over the country, and the diaphragm has met with very gratifying results wherever it has been used.

This company claim to be the only Edison jobbers in New England whose business is exclusively devoted to wholesaling. The growth of the business has been rapid, and last spring they purchased a large building in the wholesale district of the city, allowing them ample space for a great stock of machines, records and supplies generally. One of the firm recently stated that they began as early as last June to stock up for the winter trade, and on account of their practically unlimited quarters were enabled to anticipate any reasonable demand that might be made upon them this year. They report that business has been far ahead of any previous year and the prospects for the next few months are very bright.

A. J. Pommer, president of the A. J. Pommer Music Co., of Sacramento, Cal., has recently been spending several days with the Hawthorne & Sheble Manufacturing Co., of Philadelphia, arranging for some heavy Coast shipments.

J. F. (Doc.) O'Neill is now traveling his old territory—West and Southwest—for the Victor Talking Machine Co., Camden, N. J., and is making good, of course.

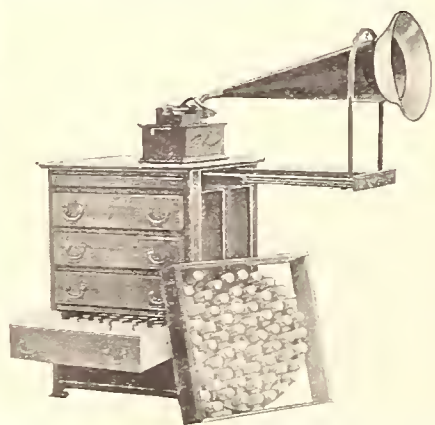
## Phonograph Record Cabinets with Hornholder Attachment

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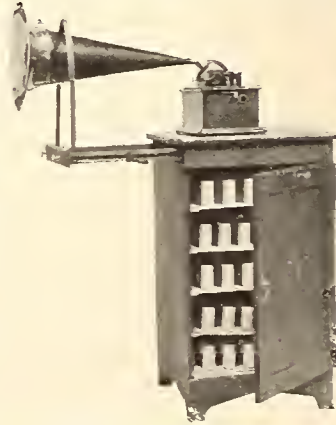
Always in place when needed. Out of sight and folded inside of Cabinet when not in use. Larger one opens automatically and has drawer bottoms that turn on center pivot. Practical and indispensable. Prices reasonable.

MADE ONLY BY

**SYRACUSE CABINET CO., SYRACUSE, N. Y.**



Quart. Oak, Holds 305 Records.



Plain Oak, Holds 180 Records.



# RECORD BULLETINS FOR DECEMBER, 1906.

## NEW COLUMBIA 10-INCH DISC RECORDS.

- BARITONE SOLO, ORCH. ACCOMP.  
3504 Let It Alone (Williams and Rogers).....Bert Williams  
.....Violin, Flute and Piano Trio.  
3505 Whistling Minstrel—Caprice (Andrew Her  
man).....Prince's Military Band  
3506 Sereuade, "An meine Mutter"—To My  
Mother (G. B. Voigt).....Biederman, Lufsky and Prince  
.....Banjo Solo, Orch. Accomp.  
3507 Sunflower Dance (Vess L. Ossman).....Vess L. Ossman  
.....Orchestra Bells Accomp. by Prince's Orchestra.  
3508 "Edna" Mazurka (C. A. Prince).....Thos. Mills  
Piccolo Solo Accomp. by Prince's Military Band.  
3509 Nightingale and Thrush (H. Kling).....Marshall P. Lufsky  
.....Xylophone Solo, Orch. Accomp.  
3510 Donnybrook Fair—Two-Step (Harry Davis)  
.....Thomas Mills  
Vocal Quartet, Male Voices, Unaccomp.  
3511 Ring the Bells of Heaven (Cushing and  
Root).....The Columbia Quartet  
Vocal Quartet, Male Voices, Unaccomp.  
3512 Christmas Morning at Flannigan's—De-  
scriptive (Steve Porter).....The Columbia Quartet  
Baritone and Tenor Duet, Orch. Accomp.  
3513 Camp Meeting Time (E. Van Alstine).....Collins and Harlan  
Baritone and Tenor Duet, Orch. Accomp.  
3514 Would You Leave Your Happy Home for  
Me? (Harry Von Tilzer).....Collins and Harlan  
Soprano Solo, Orch. Accomp.  
3515 I'm Tired of Eating in the Restaurants—  
Coon Song (Bert Williams).....Bert Williams  
Baritone Solo, Orch. Accomp.  
3516 Abide With Me (W. H. Monk).....Geo. Alexander  
Baritone Solo, Orch. Accomp.  
3517 Abraham Jefferson Washington Lee (Harry  
Von Tilzer).....Arthur Collins  
Baritone Solo, Orch. Accomp.  
3518 Home, Sweet Home Sounds Good to Me  
(Harry Von Tilzer).....Arthur Collins  
Baritone Solo, Orch. Accomp.  
3519 He Walked Right in, Turned Around, and  
He Walked Right Out Again (Max  
Silver).....Bob Roberts  
Baritone Solo, Orch. Accomp.  
3520 Why Don't You Write When You Don't  
Need Money?—Coon Song (Gus Edwards)  
.....Bob Roberts  
Baritone Solo, Orch. Accomp.  
3521 In the Evening by the Moonlight, Dear  
Louise (Harry Von Tilzer).....Frank C. Stanley  
Soprano Solo, Orch. Accomp.  
3522 Experience (Caryl and Ross).....Miss Ada Jones  
Soprano Solo, Orch. Accomp.  
3523 Hottentot Love Song (Sylvio Hein).....Miss Ada Jones  
Soprano and Baritone Duet in Italian, Orch. Accomp.  
3524 Mira Di Acerbe Lagrime, from "Il Trova-  
tore," Part I. (Verdi).....Mme. Gina Ciaparelli and Taurino Parvis  
Soprano and Baritone Duet in Italian, Orch. Accomp.  
3525 Viva from "Il Trovatore," Part II. (Verdi)  
.....Mme. Gina Ciaparelli and Taurino Parvis  
Talking Record.  
3526 An Evening at Mrs. Clancy's Boarding  
House (Steve Porter).....Steve Porter and Billy Murray  
40953 Parade March of the 105th Reg. of Royal  
Saxon Infantry (Parade Marsch D. Kgl.  
Saechs, Inf. Regt. 105—Spöbr).....Columbia Orchestra  
40980 Medley of Student Songs (Studentenlieder  
—Potpourri).....Columbia Orchestra  
40998 Army March No. 7 (Armeemarsch No. 7).....Columbia Orchestra

## NEW COLUMBIA 12-INCH DISC RECORDS.

- Soprano and Baritone Duet in Italian, Orch. Accomp.  
30035 Tonio e Nedda, from "Pagliacci" (Leon-  
cavallo).....Mme. Gina Ciaparelli and Taurino Parvis  
Baritone Solo, Orch. Accomp.  
0036 Kathleen Mavourneen (J. N. Croub).....David Bispham  
Baritone Solo in Italian, Orch. Accomp.  
30037 Dio Possente, from "Faust" (Gounod).....David Bispham  
Baritone Solo, Orch. Accomp.  
33025 Let It Alone (Williams and Rogers).....Bert Williams  
33026 Lord Baltimore Mareb (Henry Fillmore).....Prince's Military Band  
33027 Under Arms March (Al Hayes).....Prince's Military Band  
.....Violin, Flute and Piano Trio.  
33028 Serenade "An meine Mutter"—To My  
Mother (G. B. Voigt).....Biederman, Lufsky and Prince  
.....Orchestra Bells Accomp. by Prince's Orchestra.  
33029 "Edna" Mazurka (C. A. Prince).....Thos. Mills  
Xylophone Solo, Orch. Accomp.  
33030 Donnybrook Fair—Two-Step (Harry Davis)  
.....Thomas Mills  
Minstrel, Orch. Accomp.  
33031 Record "C" Introducing "Moses Andrew  
Jackson, Good-bye." Sang by Arthur Col-  
lins.....The Rambler Minstrel Company  
Vocal Quartet, Male Voices, Unaccomp.  
33032 Ring the Bells of Heaven (Cushing and  
Root).....The Columbia Quartet  
Vocal Quartet, Male Voices, Unaccomp.  
33033 Christmas Morning at Flannigan's—De-  
scriptive (Steve Porter).....The Columbia Quartet  
Baritone Solo in Italian, Orch. Accomp.  
33034 Let the Lower Lights be Burning—Sacred  
(P. P. Bliss).....Anthony and Harrison  
Baritone and Tenor Duet, Orch. Accomp.  
33035 Over the Line—Sacred (Bradford and  
Pbelps).....Anthony and Harrison  
Baritone Solo, Orch. Accomp.  
33036 In the Sweet Bye and Bye—With bell toll-  
ing effect (J. P. Webster).....George Alexander  
Baritone Solo, Orch. Accomp.  
33037 Fare Thee Well, My Old Kentucky Home  
(Joe Nathan).....J. W. Myers  
Baritone Solo, Orch. Accomp.  
33038 She's So Much Like You, Mother (Gilbert  
and Ball).....Frank C. Stanley  
Baritone Solo, Organ Accomp.  
33039 I Love to Tell the Story—Sacred (W. G.  
Fischer).....Charles Gordon

- Tenor Solo, Orch. Accomp.  
33040 How Can I Leave Thee (C. Cramer).....Henry Burr  
Tenor Solo, Orch. Accomp.  
33041 'Tis But a Dream (Paul H. Von Moltke).....Henry Burr  
Tenor Solo, Orch. Accomp.  
33042 Rosebud (Call and I'll Come to You) (Will  
Cobb).....Billy Murray  
Talking Record.  
33043 An Evening at Mrs. Clancy's Boarding  
House (Steve Porter).....Steve Porter and Billy Murray  
Baritone Solo, Orch. Accomp.  
85086 Let It Alone (Williams and Rogers).....Bert Williams  
Baritone Solo, Orch. Accomp.  
85087 Abraham Jefferson Washington Lee (Harry  
Von Tilzer).....Arthur Collins  
Tenor Solo, Orch. Accomp.  
85088 When Tommy Atkins Marries Dolly Gray  
(Gus Edwards).....Billy Murray

## ZON-O-PHONE 10-INCH RECORDS.

- ZON-O-PHONE CONCERT BAND.  
600 Artist's Life Waltz.....  
601 D. M. I. March.....  
602 Gipsy Prince—Hungarian Two-step Intermezzo...  
604 His Honor the Mayor—Selections.....  
605 Little Cherub—Selections.....  
606 Recollections from "Fannhauser".....  
Hager's Orchestra.  
607 Ange D'Amour (Angel of Love) Waltz.....  
608 Fordham Ram March and Two-step.....  
609 Frühlings March.....  
610 La Kraquette Two-step.....  
611 Policy Pete—Characteristic Two-step.....  
612 "You Can Have Broadway" Medley Waltz.....  
Coronet Solo by Bohumir Kryl, with Orch. Accomp.  
613 Du Du, with variations.....  
Songs with Orchestra Accompaniment.  
614 Ain't You Coming Back to Old New Hamp-  
shire, Molly?.....Frank C. Stanley  
615 And a Little Child Shall Lead Them.....B. G. Harlan  
616 Arrab—Wanna.....Collins and Harlan  
617 Down on the Farm.....Len Spencer and Ada Jones  
618 Experience.....Miss Ada Jones  
619 Good-a-Bye, John.....Len Spencer and Ada Jones  
620 I Love the Last One Best of All.....Frank C. Stanley  
621 Little Willie Brown.....Billy Murray  
622 Love Me and the World is Mine.....Henry Burr  
623 Sweet Anastasia Brady.....Billy Murray  
624 That's What the Rose Said to Me.....Henry Burr  
625 Yimminy Yee, I Yumped My Yob for You.....Collins and Harlan

## NEW VICTOR RECORDS.

- | Number   | SOUSA'S BAND.   | Size |
|--|---|------|
| 31574  | Huguenots—Selection Act IV. (Benedic-<br>tion of the Poignards).....Meyerbeer | 12   |
| 4867   | Cherry—Two-Step.....Albert  | 10   |
| 4866   | "Pennsylvania Special" March.....Innes  | 10   |
| 4868   | Entry of the Gladiators—March.....  | 10   |
| 4869   | Donnybrook Fair—March.....Davis   | 10   |
| 4870   | Waiting at the Chureb—Medley Two-Step.  | 10   |
| 31576  | "Mlle. Modiste" Waltzes.....Herbert   | 12   |
| 4880   | Russian Kossack (Jewish Dance).....Ascher                                     | 10   |
| 4881   | Boruch Habo, from opera "Gabriel" (Jew-<br>ish Dance).....Friedsell           | 10   |
| 31575  | Miss McCloud's Reel.....  | 12   |
| VIOLONCELLO SOLOS BY ROSARIO BOURDON, WITH ORCH. |   |      |
| 4897   | Melodie (Elegie).....Massenet   | 10   |
| 31582  | Berceuse from Jocelyn.....Godard  | 12   |
| TENOR SOLOS BY HARRY MACDONOUGH.                 |   |      |
| 4871   | In the Evening by the Moonlight, Dear<br>Louise.....                          | 10   |
| 31573  | The Star of Bethlehem (Christmas Song).....                                   | 12   |

- SONGS BY MISS ADA JONES.  
4873 The Bullfrog and the Coon.....Nathan 10  
4892 Marie Cahill's "Hottentot Love Song"..... 10  
Soprano Solo by Miss Florence Hinkle, with Violin  
Obligato.  
4874 Believe Me if All Those Endearing Young  
Charms.....Moore 10  
Whistling Song by S. H. Dudley.  
4885 The Merry Whistling Ducky..... 10  
Duet by Miss Stevenson and Mr. Stanley.  
4876 The Linger Longer Girl.....Solman 10  
Duet by MacDonough and Bieling.  
4877 A Flower from Home, Sweet Home.....Schmid 10  
Duet by Miss Jones and Mr. Murray.  
4891 You Can't Give Your Heart to Somebody  
Else and Still Hold Hands With Me.... 10  
Songs by Billy Murray.  
4872 My Mariuccia (Take a Steamboat).....Ronklyn 10  
4883 I Don't Like Your Family.....Howard 10  
Billy Murray and Hayden Quartet.  
4898 When Tommy Atkins Marries Dolly Gray... 10  
"Coon" Song by Arthur Collins.  
4878 Abraham Jefferson Washington Lee..... 10  
Duet by Collins and Harlan.  
4879 The Songs of the Ragtime Boy.....Von Tilzer 10  
Handel Mixed Quartet, Unaccomp.  
4875 It is Well With My Soul.....Bliss 10  
Harry MacDonough and Hayden Quartet.  
31583 Somewhere in the World There's a Little  
Girl for Me.....Bowers 12  
Descriptive Specialty by Billy Golden.  
4887 Sissereta's Visit to the North..... 10  
Sousa's Band.  
300 Hands Across the Sea—March.....Sousa 8  
4862 Iola—Intermezzo Two-Step.....Johnson 8  
Arthur Pryor's Band.  
4841 Royal Trumpeters March.....Seltzer 8  
4842 On the Rocky Road to Dublin.....Ephraim 8  
Character Song by Miss Ada Jones.  
4714 Waiting at the Church..... 8  
Tenor Solo by Billy Murray.  
4861 Not Because Your Hair Is Curly...Adams 8  
Parody by S. H. Dudley.  
4886 Swanee River Parody..... 8  
Male Quartets by the Hayden Quartet.  
656 Carry Me Back to Old Virginny..... 8  
4398 Glory Song ("Oh, That Will Be Glory")... 8  
4865 The Teacher and the Tack—(unaccomp.)... 8  
Choir Record by the Trinity Choir.  
717 Rock of Ages.....Hastings 8  
Bass Solo by William F. Hooley.  
4893 Let Erin Remember the Days of Old.....Moore 8  
Baritone Solos in Spanish by Carlos Caceres,  
Piano Accomp.  
4888 Himno Nacional Peruano "Somos libres,  
seamoslo siempre"..... 10  
4889 La Tela de Arana—Barcelona ("La Tem-  
pestad bravi").....Lamadrid-Nieto 10  
4890 Un adios—Cancion.....Poral-Yradier 10  
31577 Una Vieja—Cavatina "Un Español que  
vienne".....Camprodon-Gastamide 12  
31578 Amor y olvido—Romanza—del Valle-Alvarez 12  
31579 El Diablo en el Poder—Romanza..... 12  
Camprodon-Barbieri  
31580 Fuegos de oro—Romanza "Yo te á maba" 12  
Barbieri  
NORWEGIAN SOLOS BY H. E. ROSEN, PIANO ACCOMP.  
3500 For Norge, Kjaempers fodeland...A. Gretry 8  
3501 Syng kun i din ungdoms vaar.....Silcher 8  
3502 Studentersang.....Isen 8  
3503 Aa Ola Ola min egen Ongje (Gammel  
folkevis)..... 10  
3504 Jeg lagde mig Saa Sildig (Gammel folke-  
vis)..... 10  
3505 Ja vi elsker.....Rikard Nordraak 10  
3506 Sønner af Norge.....C. Blom 10  
3507 Det Norske flag.....L. M. Isen 10  
3508 Saeterjentens sondag.....Ole Bull 10  
3509 Millom Bakkar og Berg ut med havet (Gam-  
mel folkevis)..... 10  
81084 H Trovatore—Stride la vampa ("Fierce  
Flames are Soaring").....Verdi 10  
85104 Gioronda—Voice di donna (Angelic Voice)  
.....Ponchielli 12  
85105 Martha—Esser mesto il mio cor (Softly  
Whispers a Voice).....Flotow 12  
85106 Faust—Quando a te lieta (When All Was  
Young).....Gounod 12  
ELDA CAVALIERI, SOPRANO, WITH ORCH.  
74054 Tosca—"Vissi d'arte".....Puccini 12  
74055 Aida—O patria mia (My Native Land).... 12  
Giuseppi Verdi

## ANOTHER NEW CYLINDER RECORD CABINET

Only one of a "bunch" of new Cylinder Cabinets.



No. 503—Open.

We think it is a dandy!

Our styles, finish and prices are very attractive.

Mr. Dealer, you surely need some Udell Disk and Cylinder Record Cabinets.

FOLDER AND QUOTATION  
ON REQUEST

THE UDELL WORKS,

1210 West 28th Street  
INDIANAPOLIS, U. S. A.



## LIST FOR JANUARY, 1907.

Of New Edison Gold Moulded Records—  
Records Listed Below Will be Shipped in  
Time to Reach All Jobbers Before December  
27th, But They Must Not be Placed on Sale  
by Jobbers or be Reshipped to Dealers Before  
8 A. M. on December 27th.

Edison Gold Moulded Records are made only in Stand-  
ard Size. Both Standard and Concert Records may be  
ordered from this list. Order by number, not title. If  
Concert Records are wanted, give the number and  
letter C.

- 9434 The Mouse and the Clock (Whitney). Listen  
to the mouse. Edison Concert Band  
9435 Just Because (Burleigh). Harry Anthony  
9436 Gwendolyn (Hein). Comic song hit from  
Marie Cahill's "Marrying Mary". Ada Jones  
9437 Believe Me, If All Those Endearing Young  
Charms (Stevenson-Benzler). Albert Benzler  
9438 When the Flowers Bloom in Springtime (Von  
Tilzer). Harry MacDonough  
9439 Tramp! Tramp! Tramp! (Root). Male Duet  
9440 I'm Getting Ready for My Mother-in-law  
(Norworth). Harlan and Stanley  
9441 Colonial Guard March (Bonk). A catchy  
military march. Edison Military Band  
9442 Moses Andrew Jackson, Good-bye (Snyder)  
Arthur Collins  
9443 It Is Well with My Soul (Bliss). Sacred  
quartet by mixed voices. Edison Mixed Quartet  
9444 Seems to Me I've Always Loved You (Ball)  
Irving Gillette  
9445 Hermosillo (Schuh). A characteristic Mex-  
ican dance. Edison Symphony Orchestra  
9446 Why Can't a Girl Be a Soldier? (Halle).  
W. H. Thompson  
9447 Arrah Wanna (Morse). Irish-Indian matri-  
monial venture. Collins and Harlan  
9448 Spring-Tide Revels (Harper).  
Mrs. Alice Shaw and Twiu Daughters  
9449 Ballet Music from William Tell (Rossini)  
Edison Concert Band  
9450 The Bird on Nellie's Hat (Solman). A new  
comic song. Helen Trix  
9451 When Tommy Atkins Marries Dolly Gray  
(Cobb and Edwards). Billy Murray  
9452 I Love the Last One Best of All (Hein).  
Frank C. Stanley  
9453 March—"Jose" (Blum). Xylophone solo.  
Albert Benzler  
9454 Bonnie Jean (Snyder). Byron G. Harlan  
9455 Jealous Julie (Original).  
Ada Jones and Len Spencer  
9456 When Daddy Sings the Little Ones to Sleep  
(Vogel). Edison Male Quartet  
9457 On the Rocky Road to Dublin (Ephraim).  
Irish intermezzo. Edison Military Band

## NOVEMBER LIST CONCERT RECORDS.

(Leeds & Catlin Co., New York.)

- TENOR SOLOS BY HARRY TALLY, WITH ORCH. ACCOMP.  
75255 A Little Lunch for Two. A. Von Tilzer  
75259 Carolina. John Ford  
75272 Why Don't You Try. Van Alstyne  
75273 Alice, Where Art Thou Going. Gumbie  
75275 Cheer Up, Mary. Paley  
75277 Camp Meeting Time. Van Alstyne  
TENOR SOLOS BY DAN QUINN, WITH ORCH. ACCOMP.  
75256 Mr. McGuire, Esquire. Kern  
75276 My Mariuccia Tak a Steamboat, She's Gone  
Away. Piantados  
7924 Yankee Boodle. Jerome and Schwartz  
BARITONE SOLO BY FRANK C. STANLEY, WITH PIANO  
ACCOMP.  
7902 Absence Makes the Heart Grow Fonder.  
Herbert Dillea  
7922 When the Harvest Days Are Over.  
A. Von Tilzer  
BARITONE SOLO BY LEN SPENCER, BANJO ACCOMP. BY  
VESS L. OSSMAN.  
7824 You've Been a Good Old Wagon, but You've  
Done Broke Down.  
7821 Hickory Bill.  
BANJO SOLOS BY VESS L. OSSMAN, WITH PIANO ACCOMP.  
7827 Colored Major.  
7834 Tell Me Pretty Maiden. Otto Langley  
ORCHESTRA SELECTIONS.  
75280 Honor Bright—March.  
75284 Regatta—March.  
75285 High Society—March. Steele  
BAND SELECTIONS.  
75292 Sorella—March. Gallini

## NOVEMBER LIST IMPERIAL RECORDS.

(Leeds & Catlin Co., New York.)

- TENOR SOLOS BY HARRY TALLY, WITH ORCH. ACCOMP.  
45274 Won't You Come Over to My House.  
Van Alstyne  
45258 Smile on Me. Sulton  
TENOR SOLO BY HENRY BURR, WITH ORCH. ACCOMP.  
45260 Lonesome Little Maid. Solman

BARITONE SOLOS BY LEN SPENCER, BANJO ACCOMP. BY  
VESS L. OSSMAN.

- 44816 Banjo Evangelist.  
44823 The Little Old Log Cabin in the Lane.  
BARITONE SOLOS BY FRANK C. STANLEY, WITH ORCH.  
ACCOMP.  
44910 He Laid Away His Suit of Gray to Wear  
the Union Blue. Ben Yansen  
44915 My Cozy Corner Girl. John W. Bratton  
44918 She's Just a Little Different from the  
Others That I Know. Gustav Luders  
45286 Yeoman's Wedding Song. Prince Poniatowski  
45287 Walkin' Home With Angeline. John C. Rundback  
45288 Alice Where Art Thou? J. Ascher  
45289 Kathleen Mavourneen. J. N. Crouch  
45290 A Warrior Bold. Stephen Adams  
45291 Beauty's Eyes. Paolo Tosti  
45294 In Dreamland. Walter Slaughter  
45296 Come Back to Erin. Claribel  
45299 The Miner's Dream of Home. Will Goodwin and L. D.  
WITH PIANO ACCOMP.  
44911 I'm Wearing My Heart Away for You. Chas. K. Harris  
DUET BY FRANK C. STANLEY AND HENRY BURR, WITH  
PIANO ACCOMP.  
44928 Come Along, Little Girl, Come Along. J. B. Mullen  
BANJO SOLOS BY VESS L. OSSMAN, WITH PIANO ACCOMP.  
44828 El Capitan. Sousa  
44826 Creole Belles. Lampe  
45282 Sunflower Dance. Ossman  
44837 Chimes—America.  
BAND SELECTIONS BY THE CONCERT BAND.  
44864 Bohemian Girl. Balfe  
44894 Stars and Stripes Forever. Sousa  
45293 El Capitan. Sousa  
45295 The Squirrel's Dance. Laurendeau  
45297 Poet and Peasant—Overture. Suppe  
45298 Mikado. Sullivan  
ORCHESTRA SELECTIONS BY THE IMPERIAL ORCHESTRA.  
45261 With Sword and Lance. Starke  
45262 Overture from "Maritana". Wallace  
45263 Selection from "A Country Girl". Godfrey  
45264 Selection from "The Duchess of Dantzic".  
Godfrey  
45265 Selection from "The Cingalee". Godfrey  
45266 Tancredi—Overture. Rossini  
45267 Josie—Barn Dance. Peters  
45268 Laughing Water—Two-Step. Hager  
45269 King Cotton—March. Sousa  
45270 By the Suwanee River—American Sketch. Mydelton  
45271 The Peacemaker—March (Representing  
Russia, Japan and America). Alford  
45278 Salut D'Amour. Edward Elgar  
45279 The Garden of Sleep—Waltz. Bucalossi  
45281 Delicia. Frank Frantzen  
45283 Sunbeams and Shadows. R. A. Keiser

## GRAPHOPHONE IN KANSAS POLITICS.

(Special to The Talking Machine World.)

Topeka, Kan., Nov. 7, 1906.

The use of the graphophone in politics was  
tried during the campaign just closed in Miami  
County with success. Alpheus Lane, chairman  
of the Republican county central committee, was  
responsible for the use of the talking machine.  
He has been using them in country school-  
houses with great success.

## WOMEN BOTTLE CANARIES' SONGS.

A club of women on the south side of Chicago  
recently gave a unique entertainment for its  
members. A dozen of the women caught the  
voices of their canaries on the wax records and  
on a given afternoon assembled and ran all the  
records through a machine. Then there was a  
vote as to which canary should have the prize,  
a package of birdseed, for the sweetest song.  
Later others of the women had their pet dogs  
bark and after trying these records separately  
set half a dozen machines going at once, making  
a tremendous racket.

## TALKING MACHINE AT FUNERAL.

At a funeral recently held of an old resident  
of Beulah, Col., the talking machine was used  
at the services, the favorite hymns of the de-  
ceased being interpreted by the machine. The  
scene was a most impressive one, and all who  
were present were most affected.

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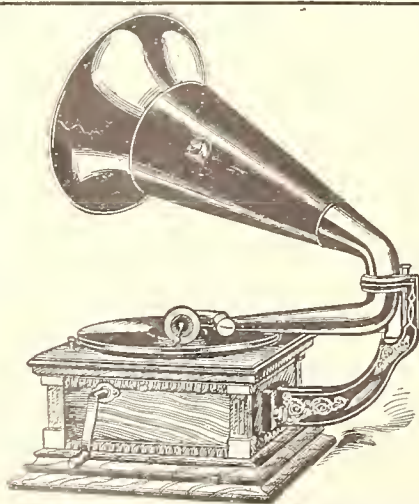
Collapsible metal flower  
horn which anyone can  
put into use in one minute

The regular line of flower  
horns manufactured by us  
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STANLEY & PEARSALL,  
541 Fifth Avenue, N. Y.



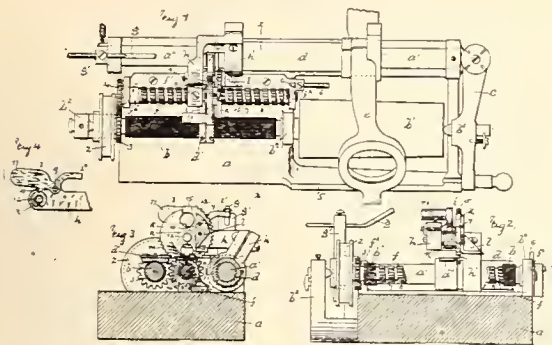
## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)  
Washington, D. C., Nov. 8, 1906.

PHONOGRAPH. William W. Rosenfield, New York. Patent No. 831,895.

This invention relates to automatic return mechanism for phonographs, and is an improvement on previous patents by same inventor.

In the drawings, Fig. 1 is a plan view of a phonograph provided with an automatic return



mechanism embodying the invention. Fig. 2 is an elevation of the return mechanism and parts of the phonograph with the feed shaft and the auxiliary or return feed shaft broken away so as to more clearly show other parts. Fig. 3 is a section on line x x of Fig. 1 looking toward the left. Fig. 4 is a detail view, partly in section, of parts which will be hereinafter described.

SOUND-REPRODUCING DISC RECORD. Joseph H. Milans, Washington, D. C. Patent No. 832,403.

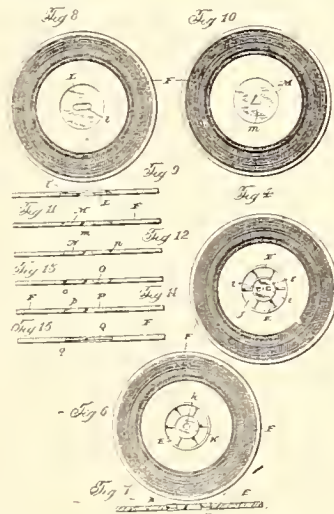
This invention relates to improvements in sound-reproducing disc records, and has for its primary object to overcome the disadvantages inherent in the hit-and-miss idea involved in the manual application of opaque discs of the character designated to a centering pin or equivalent device carried by the rotating platform or record support now universally employed in talking machine structures and the like.

The present invention has been devised, and in its generic sense the improvements reside in the provision of instrumentalities facilitating the manual application of a normally free sound-reproducing disc record, the main body of which is opaque, to the centering device or devices on the rotary platform or disc support, it being noted that by the term "normally free" the inventor intends to differentiate discs applied and removed by the hands of the operator in contradistinction to such discs as are used in magazine machines and the like and shifted by the mechanism thereof from an inactive to an active position, or vice versa.

More specifically, the invention comprehends a disc having an opaque body portion and a centrally disposed sight opening or window, which may be in the nature of an open space or transparent disc, or both, through which the centering pin or device may be clearly seen by the operator from above the record, said transparent disc or open space, or both, as the case may be, im-

mediately surrounding an opening or openings formed to correspond with and receive the centering device or devices on the record support or platform, a highly important advantage gained by the formation of a disc record of this type, due to the provision enabling relatively constant observation of the centering device from above the record, being that said devices may be of non-circular or angular contour or separated and the receiving portions of the disc formed complementary thereto, whereby when they are brought into operative relation a positive drive of the record may be effected as compared with the friction-drive in machines now on the market, thus doing away with felt or other frictional engaging surfaces usually carried upon the upper face of the record supporting frame or platform.

To more readily impart a clear and full understanding of the invention, there are illustrated in the accompanying drawings, forming part hereof, a number of embodiments of the invention, and the novel details in the construction



and arrangement of the several parts thereof will be apparent upon an inspection of said drawings in connection with the detailed description hereinafter contained.

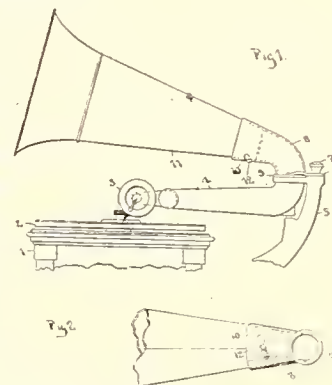
In the drawings, Fig. 1 is a perspective view, somewhat fragmentary, of an ordinary graphophone, showing the manner of applying one of the improved discs thereto, the body of the disc being opaque and the centering portion thereof transparent and apertured, the centering pin on the platform adapted to enter the aperture showing through said transparent portion. Fig. 2 is a face view of the disc record of Fig. 1. Fig. 3

is a central transverse sectional view through Fig. 2. Fig. 4 is a face view of a record constituting another embodiment of the invention, and this particular form, for the purposes of the present application, the preferred embodiment of the invention is styled. Fig. 5 is a central transverse sectional view through Fig. 4. Figs. 6 and 7 are views similar to Figs. 4 and 5, of a third embodiment of the invention. Figs. 8 and 9 and Figs. 10 and 11 are similar views of still further embodiments of the invention, and Figs. 12, 13, 14 and 15 are detail sectional views illustrative of different ways of securing the transparent discs or windows to the opaque record discs.

AMPLIFYING HORN FOR TALKING MACHINES. Wilburn N. Dennison, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 832,896.

This invention relates to amplifying horns for talking machines, and more especially to means for detachably mounting the horn upon the machine and for connecting sections of the horn in a readily detachable manner.

In the accompanying drawings, which illustrate one embodiment of the invention, Fig. 1 is a side elevation of the essential parts of a talking machine, having an improved amplifying horn in use in connection therewith, and Fig. 2 a



bottom plan view of the amplifying horn detached from the machine.

PRODUCTION OF PHONOGRAPHIC SOUND RECORDS. William F. Nehr, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 834,485.

This invention relates to apparatus for use in the molding of phonographic sound records, and more particularly to apparatus for carrying out a molding process described and claimed in United States letters patent No. 683,615, dated October 1, 1901, to Miller and Aylsworth, wherein a tubular mold is caused to descend into a bath of molten material, which fills the same and congeals upon its interior in a coating or layer which adheres to the same while the mold is lifted out of the bath, after which the record may be finished upon its interior surface and removed from the mold by radial contraction or shrinkage.

Heretofore in producing records according to this process it has not been possible to mold the upper end of the record to the shape desired in the finished article, the practice being to form a rough end which must afterward be removed in any suitable manner, as by a cutter or trimmer of any suitable description.

This invention has for its object the provision of means whereby such upper end may be molded into a form suitable for the finished article—that is, a surface which will present a smooth

# 1907 Price List For EDISON AND VICTOR SUPPLY PARTS

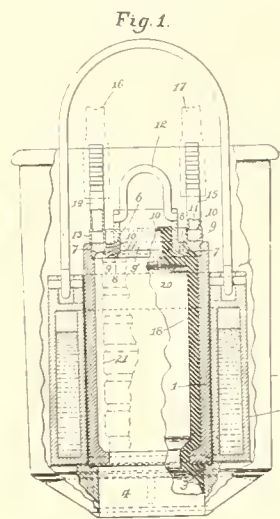
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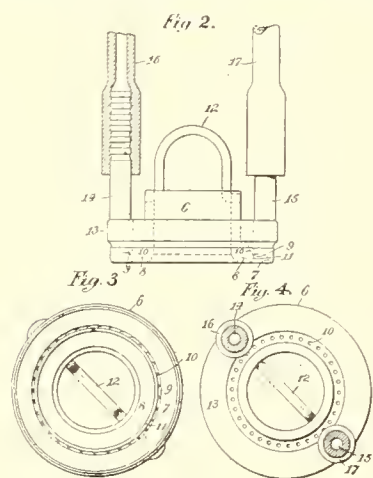


and polished appearance and which will be free from depressions, elevations, discolorations and all forms of roughness or irregularity. With this end in view a large number of experiments



have been made to obtain a mold-cap which when placed upon a tubular coreless mold will be capable of molding the upper end of the sound record in the manner referred to for an indefinite number of operations. From these experiments it has been determined that the mold-cap should have a concave surface, the outer edge of which during the molding operation adjoins and forms a

continuation of the bore of the mold. Preferably the body of the mold should extend above at least the lower part of said concave surface, so that when the cap is removed from the mold the molded end of the record or that portion which forms the end after the reaming operation will be protected by the mold against accidental injury during the handling



of the same prior to the removal of the finished article from the mold. It has also been determined that the said concave surface may be of such form as to entrap a portion of the air contained in the bore of the mold as the same descends into the molten material, in which case the air is permitted to escape through airholes extending through the body of the mold-cap. It has also obtained good results by providing a

second groove concentric with the first groove and separated therefrom by a partition which tapers to a comparatively sharp edge. I have also discovered that the concave surface should be perfectly smooth and highly polished and preferably nickel-plated, and also that the mold-cap should be kept cool during the molding operation, as by providing the same with a water jacket.

Reference is hereby made to the accompanying drawings, in which Fig. 1 is a vertical section showing a mold supported in a mold carrier and surrounded by a water jacket in the usual manner and provided with a cap constructed in accordance with the invention. Fig. 2 is an elevation, on an enlarged scale, of the mold-cap shown in Fig. 1. Fig. 3 is a bottom plan view of Fig. 2, and Fig. 4 is a top plan view of the same.

**SPEED INDICATOR.** Edmond Hugh Riordan, Idaho City, Idaho. Patent No. 834,079.

The invention relates to talking machines, and its object is to provide a new and improved speed indicator arranged to enable the user of the machine to quickly and conveniently adjust the speed of the motor and consequently that of the record, to insure playing of the record piece in proper time. A practical embodiment of the invention is represented in the accompanying drawings. Fig. 1 is a perspective view of the improvement as applied to a Victor talking machine, and Fig. 2 is a sectional side elevation of the same.

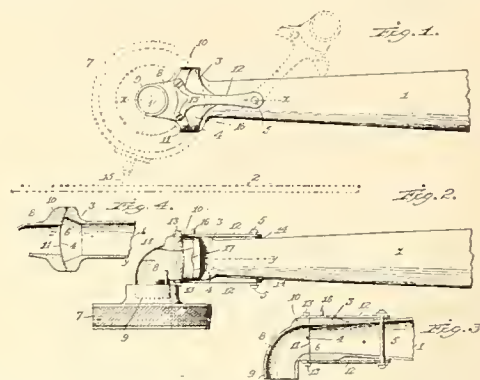


**GRAMOPHONE.** Joseph Sanders, Washington, D. C. Patent No. 834,326.

This invention has reference to improvements in gramophones of the type wherein a tapering amplifying horn or a section thereof is mounted to swing over a record tablet only in a plane parallel thereto, and the object of the invention is to produce a means for mounting the sound-box whereby it may be carried by said tapering horn or horn section and have freedom of movement in a plane at right angles to the plane of movement of the said horn.

The invention consists in providing a quadrantal neck for the sound-box, which neck is pivotally yoked to the taper section, so as to move in a curved path past the smaller or free end of said horn section to bring the stylus of the sound-box in engagement with a sound record groove or to bring the sound-box over onto the horn section in position for the insertion or

removal of a stylus. To insure a sound-proof joint between the quadrantal neck or sound-box carrier and the tapering horn section, the meeting faces are curved on an arc the center of

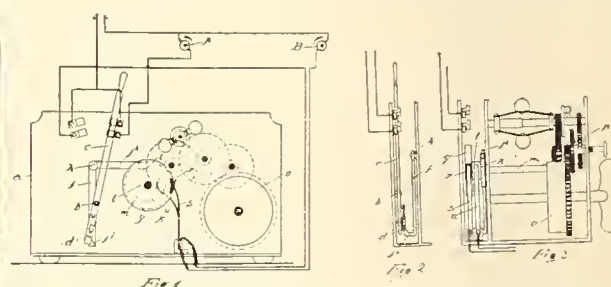


which is the pivot of the yoke joining the sound-box carrier to the horn section. Fig. 1 is a side elevation of a portion of a taper horn section and the quadrantal neck or sound-box carrier with the sound-box and a disc record tablet shown in dotted lines. Fig. 2 is a plan view of the structure shown in Fig. 1 with the sound-box shown in full lines and the record disc omitted. Fig. 3 is a section on the line x-x of Fig. 1, and Fig. 4 is a section on the line y-y of Fig. 2.

**PHONOGRAPH.** Ernst Sollors, Cologne, Germany. Patent No. 832,703.

The present invention relates to an adjusting device for phonographs. In phonographs, especially such as are employed for purposes of dictation, a great drawback is found to be in that when the phonograph is started or stopped the machine is not immediately connected or disconnected. The phonograph will, moreover, invariably at the moment of the disconnecting make a little further forward motion, and in like manner when it is started again there will be necessary a certain movement of the phonograph before it again possesses the speed at which the sounds through the trumpet are clearly audible. Obviously this is a very disagreeable occurrence in the reproduction of dictated matter, because by stopping and starting some words are invariably lost. By means of the stopping and starting device forming the subject of this application this drawback is overcome, inasmuch as the phonograph, when the machine is stopped, automatically moves a little backward, so that when it is started again the sounds which would otherwise be lost become audible, and under certain circumstances also the last words previously heard are repeated.

The device is preferably so arranged that the



controlling lever of the driving motor of the phonograph at the moment of stoppage releases a catch acting upon the controlling device, whereupon this latter starts the second motor or reverses the original driving motor. Moreover, the stopping of the controlling device is effected either by the automatic engagement of the catch or by the running down of the controlling device itself.

Any suitable mechanism may be employed as a controlling device, and as the simplest thereof may be mentioned a clockwork mechanism which puts the second motor in operation during the working period or reverses the driving motor or drives itself directly by mechanical means. The clockwork must be arranged automatically to put itself out of gear after a given time and to stop the second motor or the reversed motor.

Reference is had to the accompanying drawings, in which a suitable device of this kind is illustrated, by way of example, in Fig. 1 in front elevation, and in Figs. 2 and 3 in side elevation.

**DIAPHRAGM FOR TRANSMITTING SOUND WAVES.**

The following are some of the dealers handling the "Mira" Music Boxes:—

LYON & HEALY, Chicago, Ill.  
 SHERMAN, CLAY & CO., San Fran., Cal.  
 SHERMAN, CLAY & CO., Oakland, Cal.  
 SHERMAN, CLAY & CO., Seattle, Wash.  
 OLIVER DITSON CO., Boston, Mass.  
 J. E. DITSON & CO., Philadelphia, Pa.  
 C. H. DITSON & CO., New York.  
 JOHN WANAMAKER, New York.  
 JOHN WANAMAKER, Philadelphia, Pa.  
 MACKIE PIANO & ORGAN CO., Rochester, N. Y.  
 DENTON, COTTIER & DANIELS, Buffalo, N. Y.  
 S. HAMILTON, Pittsburg, Pa.  
 KRELL PIANO CO., Cincinnati, O.  
 CARLIN & LENOX, Indianapolis, Ind.  
 FINZER & HAMMEL, Louisville, Kentucky.  
 O. K. HOUCK PIANO CO., St. Louis, Mo.  
 A. NOSPE, Jr., Omaha, Neb.  
 S. KANN SONS & CO., Washington, D. C.

Write for Catalogue and Prices

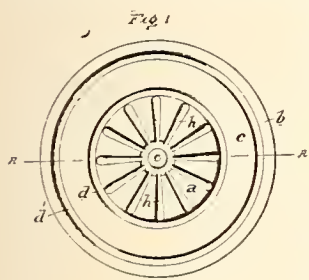
**JACOT Music Box Co.**  
 39 Union Sq., New York



Edwin H. Molley, Morton, Pa. Patent No. 834,629.

One of the difficulties which has been met in preserving the clearness and distinctness as well as the natural tone or "timbre" of sounds transmitted by vibratory diaphragms has been due to the fact that, owing to the construction of the diaphragm, it assumes a more or less curved or arched position while vibrating under the action of the sound waves, which results in the deflection of the sound waves and their consequent interference with one another.

If the diaphragm, or that portion of it which is effective in the transmission of the sound waves, vibrates in the plane of its surface, or without curvature in the diameter of its plane, the waves will not be deflected, but will be transmitted in direct lines. While this result can and possibly has been obtained in diaphragms of special construction where the central vibratory portion has been connected with the clamping edge or outer support by separate connecting springs, such constructions are unsatisfactory not only because of their complicated and expensive construction, but also because the openings afforded



by those spring connections permit a portion of the sound waves to pass through without acting on the diaphragm. Not only are such sound waves lost, but the openings permit air currents to pass through, which affect the sound waves transmitted by the vibrations of the diaphragm.

It is the object of this invention to provide a diaphragm composed of a single integral sheet without openings or attenuated portions in which the central part may vibrate under the action of the sound waves without appreciable curvature in the lines of its diameter or plane of its surface.

The diaphragm is formed of a thin sheet of strong resilient material, having its central portion united with the clamping edge by an integral, continuous and unattenuated spring portion of substantial width, so that the central portion is strengthened or stayed against curvature and the radial movements necessary to permit the vibrations are taken up in the integral uniting spring portion.

The diaphragm may be used in any instrument for transmitting sound waves, such as the reproducing and recording heads of phonographs, graphophones and gramophones, and the sound boards and tympana of musical instruments.

In the drawings, Fig. 1 is a plan view of a diaphragm embodying the invention. Fig. 2 is a transverse section of the same.

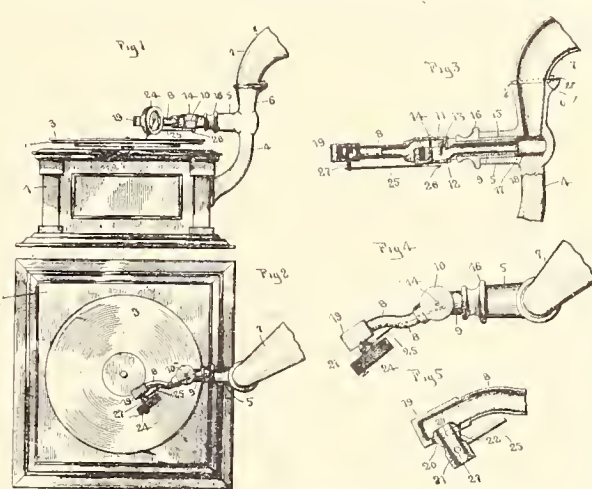
TALKING MACHINE. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 834,511.

The object of this invention is to provide such a construction in connection with talking machines or other similar sound recording and reproducing machines that the sound-box will at all times in traversing the grooves of the record be held accurately in such a position that the plane of the stylus or needle will be substantially tangent to the direction of rotation of a turn table, and, therefore, tangent to the turns of the record groove.

Heretofore in talking machines the arm which supports the reproducing mechanism has usually been pivoted upon a vertical pivot, which causes the sound-box to swing in the arc of a circle about said pivot, and as the proper line on which the sound-box and needle should move in traversing a record of the disc type is a radius or straight line toward the center of the record it is evident that the stylus of the sound-box or reproducer in such former constructions would be in a plane tangent to the record grooves at

only one point in its movement across the record. This relation between the stylus or needle and the record grooves seems to interfere somewhat with an accurate reproduction of the sounds recorded on the record, especially at the beginning and ending of the record, because the stylus bar was not actuated in a direction exactly at right angles to the place of the diaphragm.

This invention has substantially overcome this difficulty, and by its use the stylus is forced to move in substantially a straight line across the



face of the record, said straight line being a radius, while at the same time the plane of the needle or stylus, as well as the sound-box diaphragm, are substantially in planes tangent to the record groove on the radius referred to.

Briefly, this invention comprises an arm for supporting the reproducing mechanism which is composed of two parts joined or pivoted together, the sound-box also being pivoted in relation to the parts of said supporting arm, and also means for connecting the sound-box with a fixed point, so that said sound-box is held accurately and firmly in its correct position while traversing the entire width of the record. Fig. 1 is a side elevation of a talking machine, showing the improved device in use in connection therewith. Fig. 2 is a plan view of the same. Fig. 3 is a longitudinal sectional view of the supporting arm detached from the other parts of the machine and showing the manner of joining the sections of said arm. Fig. 4 is a detailed plan view of the same, and Fig. 5 is a sectional view showing the manner of forming the joint between the sound-box and the supporting arm.

### VARIED MUSICAL TASTES.

Illustrated in the Orders Sent in for Records.

The great variety of musical taste shown by the public is well illustrated by a glance through the orders sent in to any one of the big com-

panies. Some want religious airs not heard since the time of the Crusaders. Others send in for a ragtime tune that, if it ever was heard in public, sank into obscurity years ago and no monument erected to it. A sample order was that received by the National Phonograph Co. for a record to be made of "Down Went McGinty," that relic of bygone days that has almost become a classic. In replying to the above the company said: "It is impossible to say what our recording department may do in the future. 'Down Went McGinty' is, however, looked upon as a 'has been,' and, unless, like roller-skating, its popularity is revived, it is not likely that we will ever make a record of it." And still they come.

### CABLE COMPANY'S BIG BUSINESS.

The Cable Company's branch in Richmond, Va., is doing a phenomenal business with the Victor machines and records, often being handicapped from the fact that new shipments cannot be received rapidly enough to fill out the depleted stocks. The extent of the business may be judged from the fact that it was found necessary recently to send in a rush order for \$6,000 worth of Victor goods, and the inability of the factory to fill it completely at such short notice caused untold inconvenience. J. G. Corley, the manager of that store, is to be congratulated upon the trade he has succeeded in building up in Richmond and vicinity, and which is continually being increased.

### THE UNIQUE TALKING MACHINE CO.

(Special to The Talking Machine World.)

Houston, Tex., Nov. 7, 1906.

The Unique Talking Machine Co., of this city, are a large and continually growing concern, who claim to carry the largest line of both cylinder and disc records of any house in Texas on the shelves at the local store. They have recently opened a branch in Galveston, the original equipment of which was 16,000 disc records and 100 machines. They are now arranging for the installation of an extensive Columbia line in that city. With that record as a beginning the future of the new branch with such a concern back of it seems to be of the brightest.

John Rawlings, Scranton, Pa., who has one of the best equipped sporting goods stores in the State, to which the talking machine department is a good second, has removed from 225 Penn avenue to one of the best sections of Wyoming avenue. Mr. Rawlings will open a talking machine and sporting goods store in Carbonale, Pa.

## You're Not the Only Dealer Who



doesn't sell "3-in-One"—but you will be, pretty soon, if you don't hurry. Are you sure you know just how good "3-in-One" is? If not, simply write us for FREE sample bottle—then try it. Then you'll know what "3-in-One" really is—the greatest oil on earth for talking machines. Then you'll sell it, as other smart dealers do—and net 50 and 100 per cent. profit—without bursting a blood vessel making sales.

"3-in-One" sells itself. The name is a household word—the oil is a household need. "3-in-One" has been lubricating, cleaning, polishing and preventing rust from Maine to California for 12 years. "3-in-One" has stood the test of time—the tests of hundreds of thousands of users. Then why labor to sell unknown, untried oils in its stead? *Cui bono?* Think it over, Mr. Dealer.

Your jobber is waiting for your trial order for "3-in-One." Will he get it? When?

**G. W. COLE COMPANY,** Sole Makers of "3-in-One"

Broadway and Liberty Street,

New York City.



# With the Makers and Sellers of Automatic Specialties

## TRADE CONDITIONS REVIEWED.

**Tremendous Growth of the Arcade Business Throughout the Country—Money Being Made Rapidly—Many Advantageous Locations Yet Uncovered—Sheet Music Proving Quite a Feature—Some Side Features That Are Proving Profitable—Decorative Effects Most Essential to Win Public Notice and Appreciation—Some Valuable Pointers on Equipping Establishments.**

Wherever one travels throughout the country one cannot help being impressed with the advance made in the arcade business. Someone has said that the way to become a millionaire is to discover a popular demand and then meet it at a popular price. One of the characteristics of the American people is a fondness for music. They eagerly seek it everywhere. It is a feature in theatres, churches, public meetings, fairs, battles, halls, parades, and on all occasions where people come together. Music inspires and thrills. It banishes care and lends new strength and courage to the weary. The so-called "penny vaudevilles" now being so extensively operated, are uniformly successful because they are the poor people's theatres. If they have but a cent to spend for entertainment here they can get the most for their money. If they wish to spend a greater number of pennies they will find ample opportunities for doing so.

Because the business is built on the smallest coin of the country is no reason why it should be small. On the contrary, it has most emphatically proved capable of astonishing results. Few people can buy \$5 seats at the opera, but a greater number can buy \$1 seats. Yet where one person can pay \$1 for a few hours' entertainment a thousand can afford 10 cents, and few people patronize a "penny vaudeville" without spending at least 10 cents, and it is surprisingly easy to spend 25.

All the large cities are now well represented; but there are thousands of advantageous locations as yet uncovered. Of course, the larger the city the larger the crowds that throng the thoroughfares, but a city of ten to twelve thousand will support at least one arcade and do so well, providing the manager is one who looks after details closely and pays enough attention to publicity. Attractive bill posters of various pictures and songs on the machines are great instigators of trade. A complete show, run on a series of machines side by side, connected by a sign featuring the exhibit, is a good scheme. For example, "The Broadway Quartet" on machine No. 1, we'll have, say a song; No. 2, a clog dance; No. 3, musical specialties, etc., etc.

Sheet music is now considered almost necessary in the large arcades, and justly so, for the returns from this department have always proved highly satisfactory. Another idea is a fish pond, which can easily be erected, and by placing floats on the water, each one numbered on the top with a loop or eye, the idea being to fish for one of these floats, which when caught, the number is called and a prize given according to the number attached; where this is impractical, a grab bag can be installed at a penny or nickel a grab. This idea has always proved a great one, especially among children. Some parlors have a regular printing department, where cards of all kinds can be secured at various prices, according to the class of work. Where the room can be used for this it has brought fairly good returns, but especially in small places. We would recommend the regular card printing slot machine, which, though it

only prints one style letter, pays better for the amount of the investment, and needs no attendant to do the work.

Nickelodians or moving theatres are now the rage. These, like the arcades, have grown to full bloom almost in a night. Places are now being opened that occupy entire buildings, especially constructed for their use, and rival in size and beauty some of our best vaudeville theatres. Increased admission fees from five to ten, fifteen, and even twenty cents are now growing common. The inside layout is similar to regular show houses with orchestra and balcony seats, musicians to play between scenes, etc. Some even carry the vaudeville idea to its extent and stage a number of various acts by well-known performers, for, say, forty minutes, while others are continuous performances.

Of course, to carry such a place on a paying basis a great deal of attention must be paid to publicity. The outside decorations must necessarily be showy and attractive; a white marble granite or plaster front, with a profusion of electric lights proves very effective. And during mild weather, providing your outside lobby is large enough, a fountain on which changing colored lights are thrown makes an attraction no crowd can resist. Bill posting must not be neglected, and a judicious amount of printers' ink distributed among the local papers helps to keep things moving. In such of the large places where regular theatrical performances are given, slot machines holding candy or opera glasses ought to be attached to the back of the seats. The giving of souvenirs to ladies once a week is a good plan and will make a hit. Programs printed on the back of some attractive picture in the form of a post card—something the people will retain—is a good idea, and in that way your name is unconsciously kept before them.

## ENTIRE PLAYER REPRODUCED

**Through the Medium of the Talking Machine and Moving Picture Machine—Will be Taken Throughout the Country.**

Entire plays given through the medium of a talking machine and moving pictures is the latest development in the march of the "talker," and affords an interesting addition to the list of wonderful things continually occurring in trade connection with these machines. It will be remembered that Charles Frohman had records made of the songs in "The Little Cherub" as they were sung in England, which style he considered correct, and had them reproduced for the benefit of the American company, but in the case of "Nurse Marjorie" the talker has played an even more important part.

A special performance of the third act of "Nurse Marjorie" was given at the Liberty Theatre, New York, recently and after it was photographed by a moving picture machine, the actors repeated their lines into a talking machine.

The pictures will be taken on tours, and as they are displayed the voices of the actors will be heard issuing from the talker, the lines fitting perfectly into their proper places in the pictures and thereby affording a finished performance. The idea on a smaller scale was successfully carried out during the recent campaign for governor of New York State, when speeches were reproduced from talking machines and made to correspond with the movements depicted in moving pictures of the candidate shown at the same time.

## MOTION PICTURE MACHINES

**Are Now Utilized in Every Feasible Domain of Effort—The Perfection of the Machine Is Such That Scientific Men and Savants Are Spending Much of Their Time Following Up This Wonderful Phase of Photography.**

According to Dwight L. Elmendorf, the well-known lecturer, the American public does not take the cinematograph, biograph, or motion pictures seriously, partly because of the trash which ordinarily is presented, and again because of the numerous "fakes" made to represent some real event. In Europe the attitude toward this wonderful phase of photography is entirely different, and in many instances genuine and scientific advance has been made, and this is to such an extent that scientific men and savants are spending much of their time in this fascinating pursuit.

Frequently royalty has turned to the taking of motion pictures as a pastime. The Emperor of Germany is an enthusiast; also the Sultan, who has films taken under his supervision, and has attached to his traveling court an English man as "hioscope attache." He is employed continually by the Sultan to entertain the women of the harem by showing them motion pictures of various parts of the world. The Shah of Persia is also devoted to this fascinating branch of photography.

The fact that the queen mother of the reigning King of Italy owns a bioscope will no doubt appear strange to Americans, yet it is true that in Europe many wealthy people devote a great deal of time to taking "animated" pictures.

Now that the ordinary camera has become almost universal, why should not those who can afford expensive pastimes indulge in this exceedingly attractive form of camera work and catch hits of motion here and there while on their travels to be reproduced at home for the benefit of their friends who cannot travel?

There are indeed few who have not come in contact with motion pictures as a form of amusement in one way or another. And yet this is the least important side of the subject. Enormous strides have been made in the last three years by business, manufacturing, and educational interests toward putting the hioscope to many practical uses. One illustration must suffice to show its uses to the manufacture and to schools.

There is one company in the United States manufacturing mining machinery which has made a complete bioscope record of its work. The series begins with moving pictures of mining the ore; then the transportation of the ore to the furnace, where the process of converting the ore into steel is shown; then to the works, where the steel is made into different parts.

The next series shows the manner of assembling these parts, and ends with a completed piece of machinery. The third series is devoted to the transportation of the machinery to the mine where it is to be used, and ends with the product in actual operation. The value of these films to the manufacturer is in demonstrating their machinery to prospective buyers.

Many manufacturers are employing the biograph for similar purposes, as it gives a clearer idea of their products than would be possible by ordinary photographs and catalogues. In colleges and engineering schools it is also employed to good advantage. The value to the student is apparent. He may have a good technical idea of this or any other piece of machinery; perhaps he could, with ease, demonstrate how and why the engine works, but the chances are he would be in a sorry plight were he told to assemble some huge piece of machinery. Once having seen it in actual operation by means of a

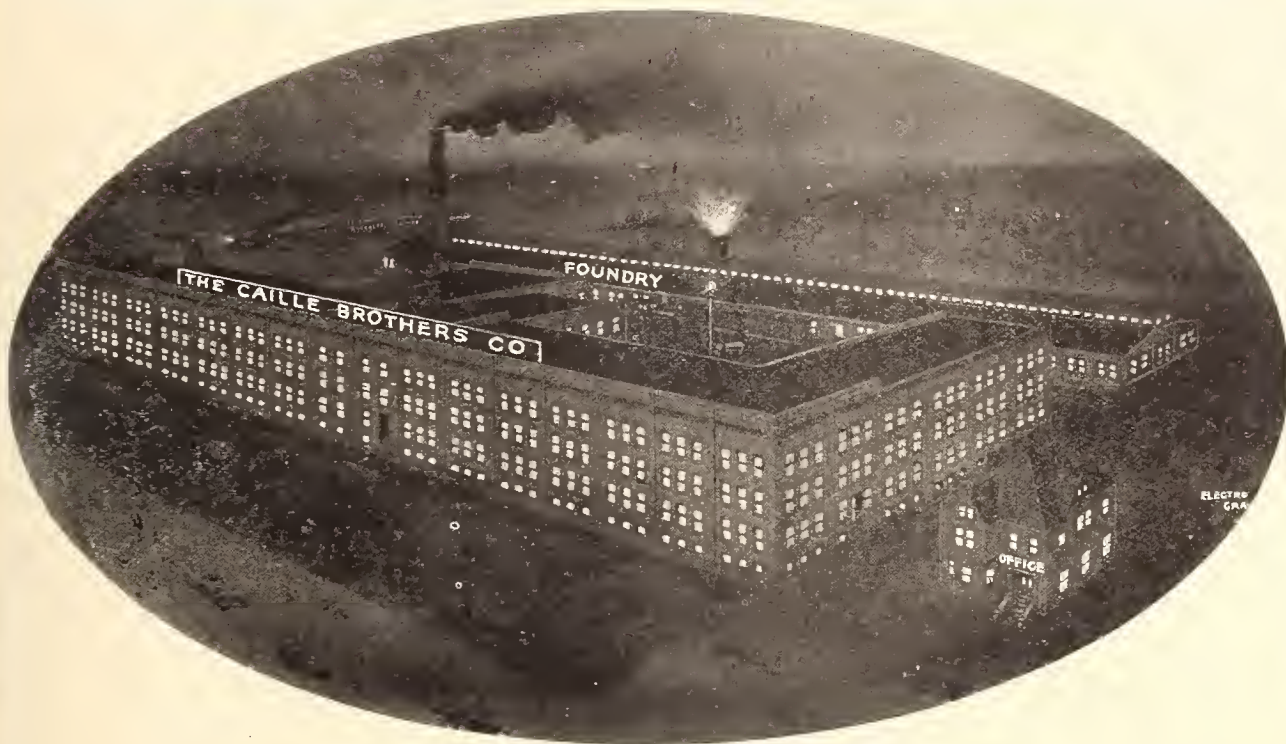


# The Caille Bros. Co.

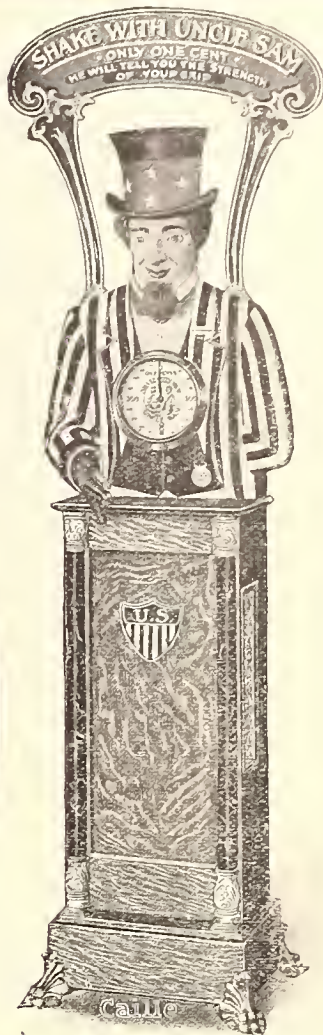
1300 to 1340 SECOND AVENUE, DETROIT, MICHIGAN

## Over 160 Different Kinds of Slot Machines

THE LARGEST PLANT IN THE WORLD FOR THEIR MANUFACTURE



A NIGHT SCENE OF OUR PREMISES



UNCLE SAM GRIP MACHINE  
Price \$40.00

## BIG PROFIT, SMALL INVESTMENT.

We have started more men on the road to wealth than any other manufacturing concern in the world. Opportunities are better to-day than at any time. We are originators and equip complete Penny Arcades at a cost of \$600.00 and upwards. The earnings of one of these penny amusement places will often pay back the original investment in sixty days' time. We make every kind of machine from the Phonograph and Picture machine to the Novelty and Strength Testing devices. Penny arcades are paying immense profits in all cities of over eight thousand population. Machines placed on shares in public locations always pay big dividends. Our customers are making fortunes from this business. We are exclusive manufacturers of the most complete line of Slot Scales which are always popular and get the money. Big opportunities for the right men. Write for catalog and mention where you saw this advertisement.

### WE MAKE

Phonographs  
Picture Machines  
Slot Scales  
Fortune Tellers' Love  
Letter Machines  
Punchers  
Lifters  
Grip Tests  
Lung Tests  
Vending Machines  
Pulling Machines  
Pushing Machines  
Electric Machines  
Post Card Machines  
Etc., Etc.

F. S. ZIMMERMAN

5 East 14th Street, NEW YORK

THE CAILLE BROS. CO.

900 Republic Building, CHICAGO

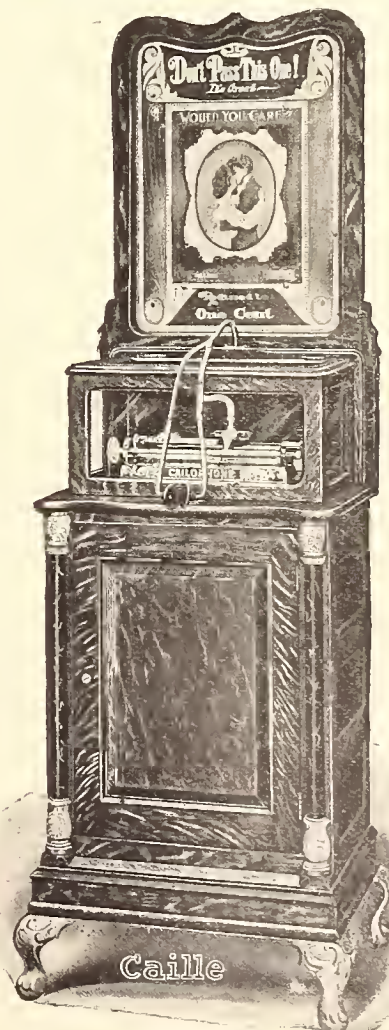
Samples can be seen at these  
Salesrooms



HAPPY HOME, Price \$50.00



CAILOSCOPE PICTURE MACHINE  
Price \$35.00



CAILOPHONE (PHONOGRAPH)  
Price \$65.00



motion picture, however, he receives the next best information—practical experience.

The scientific application of bioscopic records is unlimited. In microscopy remarkable motion pictures have been made illustrating the "unseen world," the life and habits of animals and insects, indelibly fixed upon films for future study and reference. The life history of ants and bees is beautifully illustrated by this animated photographic method. It has also been employed in eclipses, in records of surgical operations, while it is unnecessary to say that one of its most interesting applications is that of recording human life and action. In this respect Mr. Elmendorff has employed it most successfully in his lectures, to which it imparts a tremendous life and vigor that mere words could never do.

It is interesting to note that Monsieur A. Giebert, of the French Department of Correction, was in this country recently studying methods of capital punishment, France desiring to find some more humane method of putting criminals out of existence than by the guillotine. He secured many important points through the biograph. Prominent manufacturers of films in speaking the other day of the tremendous demand for moving pictures, said:

"Among all the nations of the world the Japanese are among our best customers. They are intensely keen in regard to everything that shows the interior workings of American establishments, the factory, the hotel, the store, the municipal and governmental buildings. We sent a portrayal of the Postoffice Department and that vied in popularity with the Westinghouse factories. We have even received orders for a packing house series from another country, but that is still in abeyance."

#### VENEZUELA'S TARIFF ON MACHINES.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 6, 1906

Consul E. H. Plumacher, of Maracaibo, has sent to the Department of Commerce and Labor the following extract from a recent Venezuela Customs Decree which will be found of interest to manufacturers of automatic contrivances:

"Automatic scales to weigh a person by throwing into the slot a piece of money, generally a nickel, or 0.12½ bolivars, and all such kind of machines, shall be placed in the fourth class (0.75 bolivars per kilogram), but other automatic scales or machines which produce music or return the money as a game of hazard shall be placed in the fifth class of the national tariff (1.25 bolivars per kilogram)."

#### RECENT INCORPORATIONS.

Stanwix Co., amusements; capital, \$15,000. Incorporators: G. W. Hall, E. J. Watson, G. Leonard, Rochester, N. Y.

A. W. Gumpertz Amusement Co., theatres, etc., capital, \$45,000. Incorporators: Sam W. Gumpertz, No. 118 West 44th street; Ahner B.

Stupel, No. 1646 Park avenue; Alfred J. Wolff, No. 163 Lenox avenue, all of New York.

Pinnacle Recreation Co., Rochester, amusements; capital, \$15,000. Incorporators: William L. Hoyt, M. B. Shant, E. W. Bridges, Rochester, N. Y., and others.

Cambridge Amusement Co., Cambridge; penny arcade; capital, \$20,000. Incorporators: William T. Roop, Arlington, Mass.; treasurer, James A. Porter, No. 199 Marlboro street; clerk, Louis F. Baldwin, No. 6 Beacon street, both of Boston, Mass.

Vanity Fair Co., Boston; amusements; capital, \$600,000. President, Addison M. Thayer, Franklin, Mass.; treasurer, Walter H. Baldwin, No. 101 Tremont street, Boston, Mass.; clerk, Hugh P. McNally, No. 53 Georgia street, Roxbury, Mass.

American Amusement Co., Portland; theatres and other places of amusement; capital, \$10,000. President, J. B. Reed; treasurer, E. G. Wilson; clerk, J. H. Hill, all of Portland, Me.

Dream Amusement Co., No. 15 North Warren street, Trenton, N. J.; exhibitions, amusements, etc.; capital, \$2,000. Incorporators: Harry A. Matthews, No. 119 East Front street; Charles C. Hildinger, No. 132 South Broad street; Charles W. Klag, No. 49 Carroll street; Clinton C. Cutler, No. 217 Montgomery street, all of Trenton, N. J.

#### PERFORATED ENDLESS ROLLS

For the Style 44 Peerless Pianos Made by Roth & Engelhardt.

6194.—1, It's Nice to Have a Sweetheart, song, from "The Tourists," Gustave Kerker; 2, Cheer Up, Mary, song, Kendis and Paley; 3, I'm Crazy 'Bout It, song, G. N. Edmunds; 4, I'd Rather Be on the Outside a-Lookin' In, Tban on the Inside Lookin' Out, song, Hamill and Snyder; 5, The Bee that Gets the Honey Doesn't Hang Around the Hive, song, Rose and Helf.

6195.—1, Waltz Me Around Again, Willie, 'Round, 'Round, song, Cobb and Shields; 2, The Bullfrog and the Coon, song, Feist and Nathan; 3, When the Flowers Bloom in Springtime, Molly Dear, waltz, H. Von Tilzer; 4, Gee, but This is a Lonesome Town, song, Billy Gaston; 5, When Her Beauty Begins to Fade, waltz, Theo. Morse.

6196.—1, Hearts and Masks, waltz, Leo Friedman; 2, Sunflower Slow Drag, Joplin and Hayden; 3, Newport Belles, march and two-step, Emil Ascher; 4, A Dream of Heaven, waltz, A. W. Bauer; 5, Lickity-Split, march and two-step, C. J. Penny.

6197.—1, Alabama Dream, ragtime cake walk, Geo. D. Barnard; 2, Swamptown Shuffle, march and two-step, H. W. Jones; 3, A Ragtime Drummer, march and cake walk, Chas. Knebler; 4, Nigger Alley, promenade de Negro, Geo. D. Andrews; 5, Somethin' Doin', a ragtime two-step, L. W. Smith.

6198.—1, Good-bye, Jennie Jones, song, L. B. O'Connor; 2, Selina, song, Reimer and Koehler; 3, I Thought My Troubles Were Over, but They'd Scarce Begun, song, from "In Abyssinia," Gray and Jones; 4, Little Willie Brown, song, from "The Little Cherub," Chas. Collins; 5, Not Because Your Hair Is Curly, song, Bob Adams.

6199.—Spanish Serenades.—1, La Paloma, C. Yradier; 2, Mandolina, Otto Langey; 3, Cubanola, H. B. Blake; 4, Seguidilla, E. Holst; 5, La Jota, E. Holst.

6,200.—Popular Spanish Waltzes.—1, Espanita, Geo. Rosey; 2, La Susanna, Geo. Rosey; 3, Santiago, A. Corbin; 4, Serenade, Olivier Metra.

6201.—1, Marguerite, waltz, L. C. Reimer; 2, Red Domino, march and two-step, S. R. Henry; 3, The Lion and the Mouse, waltz, Theo. Bendix; 4, Antionette, march and two-step, Scott Joplin; 5, Love Is King, waltz, C. Blake.

6202.—1, Don't Go Way, Nobody, song, Cahill and P. A. G. T.; 2, Campmeetin' Time, coon song, Williams and Van Alstyne; 3, He Handed Me a Lemon, song, Bob Cole; 4, Abraham Jefferson Washington Lee (You Ain't Goin' to Pick No Fuss Out of Me), song, Sterling and Von Tilzer; 5, When Tommy Atkins Marries Dolly Gray, song, Cobb and Edwards.

6203.—1, Amazon Ritt, op. 321, "Ride of the Amazons," F. Spindler; 2, Alice, Where Art Thou? romance, J. Ascher; 3, Titania, Lefebvre Wely; 4, Dance of the Demons, galop de concert, E. Holst.

#### New Rolls for Style D Peerless Pianos.

5237.—1, Sunflower Slow Drag, Joplin and Hayden; 2, Hearts and Masks, waltz, Leo Friedman; 3, Newport Belles, march and two-step, Emil Ascher; 4, A Dream of Heaven, waltz, A. W. Bauer; 5, Lickity-Split, march and two-step, C. J. Penny.

5238.—1, Somethin' Doin', a ragtime two-step, L. W. Smith; 2, Nigger Alley, Promenade de Negro, Geo. D. Andrews; 3, A Ragtime Drummer, march and cake walk, Chas. Knebler; 4, Swamptown Shuffle, march and two-step, H. W. Jones; 5, Alabama Dream, ragtime cake walk, Geo. D. Barnard.

5239.—Class Music.—1, Elfin Mazurka, op. 23, No. 2, H. N. Bartlett; 2, Eldorado, polka de concert, H. N. Bartlett; 3, Silver Fishes, concert mazurka, Ketterer; 4, Les Sylphes, caprice valse, C. Bachman.

5240.—Classic Music.—1, Cascade de Roses, J. Ascher; 2, Monastery Bells, Wely; 3, The Flatterer (La Lisonjere), C. Chaminade; 4, Belle de Nuit, Ascher.

5241.—Classic Music.—1, Dance of the Demons, Galop de Concert, Ed. Holst; 2, Titania, Lefebvre Wely; 3, Alice, Where Art Thou? romance, Ascher; 4, Amazon Ritt, op. 321, "Ride of the Amazons," F. Spindler.

5242.—Popular Classic Waltzes.—1, Le Fete des Fleurs, Valse Elegante, Elsa Fleming; 2, Amoureuse,

Valse Tres Lente, R. Berger; 3, Rose Mousse, Valse Lente, August Bosc; 4, Valse Bleu, Alfred Margis.

5243.—1, Love Is King, waltz, C. Blake; 2, Antionette, march and two-step, Scott Joplin; 3, The Lion and the Mouse, waltz, Theo. Bendix; 4, Red Domino, march and two-step, S. R. Henry; 5, Margurite, waltz, R. C. Reimer.

5244.—1, When Tommy Atkins Marries Dolly Gray, song, Cobb and Edwards; 2, Abraham Jefferson Washington Lee (You Ain't Goin' to Pick No Fuss Out of Me), song, Sterling and Von Tilzer; 3, He Handed Me a Lemon, song, Bob Cole; 4, Campmeetin' Time, coon song, Williams and Van Alstyne; 5, Don't Go 'Way, Nobody, song, Cahill and P. A. G. T.

5245.—1, When Her Beauty Begins to Fade, waltz, Theo. Morse; 2, Gee, but This is a Lonesome Town, song, Billy Gaston; 3, When the Flowers Bloom in Springtime, Molly Dear, waltz, H. Von Tilzer; 4, The Bullfrog and the Coon, song, Feist and Nathan; 5, Waltz Me Around Again, Willie, 'Round, 'Round, 'Round, song, Cobb and Shields.

5246.—1, Not Because Your Hair Is Curly, song, Bob Adams; 2, Little Willie Brown, song, from "The Little Cherub," Chas. Collins; 3, I Thought My Troubles Were Over, but They'd Scarce Begun, song, from "In Abyssinia," Gray and Jones; 4, Selina, song, Reimers and Koehler; 5, Good-bye, Jennie Jones, song, L. B. O'Connor.

#### CAILLE BROS. CO.'S BIG LINE.

One of the most complete lines of slot machines in this industry is that carried by the Caille Bros. Co., of Detroit, Mich. Their specialties are known by every user of automatic machines for their money-making features, and are highly esteemed. Members of the trade desiring to branch out into a larger sphere of activity would do well to keep this firm in mind when contemplating anything of that kind.

#### NEW YORK VITAK CO.'S AGENTS.

The New York Vitak Co. have appointed the Pardee-Ellenberger Co., of New Haven, Conn., distributors for New England for the Vitak Moving Picture Machine and Films, and have given them the exclusive sale of these goods for that territory.

Report states that the Hawthorne & Sheble Manufacturing Co., of Philadelphia, have perfected a new illustrated song machine that embodies many new and valuable features. If such is a fact, we presume details will shortly follow, as the progressive concern's reputation for pushing is a well-known fact.

## To Talking Machine Dealers

The MUSIC TRADE REVIEW is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise news, music publishers' department and talking machine trade. A special technical department is a regular weekly feature of the publication. A vast amount of valuable information is contained in each issue. The REVIEW has won higher honors at the great expositions than have ever been won by any other publication in the world.

Grand Prix at the Paris Exposition, 1900  
Diploma at Pan-American Exposition, 1901  
Silver Medal Charleston Exposition, 1902  
Gold Medal St. Louis Exposition, 1904  
Gold Medal Lewis-Clark Exposition, 1905

Subscription in United States, Canada and Mexico, \$2.00 for 52 weeks. All other countries, \$4.00.

We publish the Tuner's Guide also—a cloth-bound, illustrated work of over one hundred pages. Sent postpaid to any part of the world upon receipt of one dollar.

#### EDWARD LYMAN BILL

Publisher. 1 Madison Ave., New York

#### PRICE REDUCED

## Burnt Leather POST CARDS

Our Burnt Leather Post Cards are the quickest selling and most profitable side line ever offered the Talking Machine trade.

TRIAL ORDER.—We will send you prepaid 100 cards (100 beautiful designs), with the name of your town stamped on each if desired, for \$3.10 cash. Retail everywhere at 10c. You make a clean profit of \$6.90.

## Risley-Bird Mfg. Co.

94 Fifth Avenue,  
New York.



# Do You wish to make big money during the Holi- days?



The Regal Player

Have you ever figured how much nickels that keep on growing amount to? Perhaps you have.

But do you know how easily people will put nickels into a slot to hear good music like that of the

## Regal Automatic Piano

and what a goodly sum those nickels amount to in a week? Perhaps you do.

But here's another point. It isn't only what the Regal Player *takes* in; but what it *brings* in—the extra nickels, dimes and dollars that people are sure to spend while they stay in the place to listen to the music. That's what counts.

---

**The Regal  
Piano and Player  
Company**

890 Southern Boulevard

NEW YORK, N. Y.

Do you know, Mr. Talking Machine Dealer, that the Agency for the Regal will make you good money? You can easily handle Players with Talking Machines.

Arcades and places of public resort can be easily reached with the Regal.

Do you know the value of the Regal Agency to you?

Have you thought the subject over?

If not, it would pay you to think of it right now.

Many wise men are making money by having the REGAL AUTOMATIC PIANO to take in and bring in money for them every day. We believe if you knew how much profit there is in it you would want one, too.

### Genuine.

It is a genuine piano-player; gives the finest kind of music, loud or soft; every selection you want—popular or classic. Requires no attention; looks after itself, so to speak. Runs by pneumatic power, pumped by a small electric motor, which we supply to suit every kind of electric current.

### The very best.

It is the most musical, simplest, strongest, longest-wearing, and in every way the most satisfactory and profitable instrument ever made for supplying music to the music-loving public:

And it is a beautiful ornament anywhere you put it, and it blends perfectly with the talking machine business.

Why not make some money out of it yourself by selling it?



## HERE AND THERE IN THE TRADE.

Some of the Latest Novelties and Improvements Which Are Destined to Win More Than Ordinary Notice This Fall.

The counting of coin by hand is one of the most brain-racking, annoying and expensive items of the entire financial system. Men for ages who have been in the habit of handling large amounts, such as bankers, merchants, etc., have had this worry them every day of their life. The arcade man has now placed himself in their ranks, and is up against a stiff proposition when he comes to count his day's receipts. The habit in vogue has generally been that of weighing the coin in bulk. But this, even with the most accurate scales, has proved far from satisfactory. It remained for a man by the name of Johnson to perfect a coin counter whose accurate results have made him famous. The Johnson coin counter counts automatically any denomination of coins, or counts and wraps as rapidly as five experts could do by hand; mistakes are impossible. There is a separate head or counter for each denomination of coin, and the change from one size to another can be made instantly. Arcade men will find it a great help to them in their business.

The "multiphone" is one of the musical marvels of the age. In construction it is remarkably simple. A large magazine wheel carries twenty-four cylinder records, any one of which may be reproduced at the will of the operator. A nickel starts it. It has an accurate register for recording the number of nickels taken. The power is from a spring motor. One winding is sufficient to reproduce eighteen records. The public does the winding, so there is no expense for power. In appearance the "multiphone" is striking and unique. It is a massive cabinet, standing six feet high and three feet wide, and in general design is like an old-fashioned harpsichord, finished in antique bronze or built of San Domingo mahogany. The front and sides are French beveled plate glass, exposing the mechanism to full view. Wherever people gather or pass in numbers is the natural location for the "multiphone." In railroad stations, in ferry houses, in hotels or restaurants, in theatre lobbies, it serves the double purpose of pleasing the

eye and delighting the ear. Is it therefore any wonder that the call for these instruments, whose average yearly intake passes the \$500 mark, promises to make a new record in the business world? The machine is controlled by the Multiphone Operating Co., a New York corporation having a capital stock of \$100,000.

Another new machine which has made a remarkable record for itself since its appearance a short while ago is an automatic penny or nickel drink machine. One of its beauties is that any drink can be sold. The large five-gallon bottles which hold the liquid can be easily changed and refilled. During the summer months cider has proved the most popular beverage. This can be bought wholesale at 35 cents or less for five gallons. There are 112 glasses to that amount. One of these machines, which was placed in an arcade in Syracuse, averaged a sale of thirty gallons a day during the hot weather. This was sold at one cent a glass, so that the big profit made is apparent. The company manufacturing these machines are not selling them, but are placing them in various locations on a percentage basis. They can be used anywhere—in arcades, cafes, talking machine stores, etc.

A new and very interesting invention has just been perfected by Chas. H. Kayser, of West Orange, N. J. It consists of a motion picture machine outfit for home entertainment. The machine is very small, about the size of a cigar box, and so simple in construction that a child can operate it and show as perfect moving pictures as are shown with the regular machines used in theatres; of course, on a smaller scale, about five feet square, large enough for the home. The inventor claims he can by his system sell pictures for about three cents per foot, and in this way bring moving pictures within the reach of anybody with moderate means. The pictures are made on a fireproof paper, instead of the inflammable celluloid, now the only available material for moving pictures. Mr. Kayser has constructed another machine on the coin-in-slot principle, enabling from one to five persons at the same time to view the moving pictures, provided a coin is deposited. This machine works automatically and will be a mint for dealers.

The New York Vitak Co. are having all they

can possibly do to fill the orders that have piled in on them from their advertising campaign carried on in this paper, and if their advertisement does not appear in this issue it is not because they are not satisfied, but because they are behind in filling orders. There has been a general call for this company to turn out a higher class machine to retail at between \$25 and \$35, and from what we hear this company are bending their energies to fill this demand. Watch for something interesting to appear in their December announcement.

## A NEW ELEMENT REVEALED.

The Combination of the Talking Machine and Vitascope Is Destined to Become a Force in Political Campaigning.

In the fact that the manager of a London music hall is planning to amuse his patrons by letting them hear and see Mr. Hearst in the very act of delivering one of his speeches, that aspiring statesman's political servitors will probably find conclusive proof of their own wisdom in making this marvel possible by calling the talking machine and the vitascope into play as campaign auxiliaries. The idea was, indeed, an ingenious one, though so simple, now it has been done, the wonder is that it hasn't been done before, but there ought to be a warning in its ready acceptance as a means of filling out the programme of an evening's entertainment in a place so far away from the scene of battle.

If London takes interest in a speech so scientifically preserved and illustrated, the chances are that those whom it interests here will also have more attention for the method of presentation than for the matter presented, says the New York Times. Such a "number" would be watched attentively by anybody while it remained a novelty, but it is hardly possible that it would inspire thought on any political question, and not even imaginable that it would change a vote or strengthen a determination. The old confidence in oratory as the best way to "reach the public" is waning fast. It would not yet be safe to abandon the plan, but the real work of every campaign is probably done now through the newspapers, which have voices that carry vastly further than those of any candidate or waged spellbinder.

## Some Progressive Makers of Automatic Specialties

Do you want more Profit?

Get **THE NICKLIN** The best  
Coin Operated Piano  
in the World

This is a First-class Upright Piano—Can also be played by hand in the usual way

Manufactured by

**Neola Piano & Player Company**  
General Offices, 201-203 East 49th Street, New York



Coin Operated Talking Machines  
Coin Operated Illustrated Song Machines  
Coin Operated Machines of all other types

**THE ROSENFELD MFG. CO.**  
591 HUDSON STREET, N. Y. CITY

**American Mutoscope & Biograph Co.**  
11 E. FOURTEENTH ST., NEW YORK  
**The Mutoscope** Oldest and Best Known  
Slot Machine

"The Backbone of the Automatic Parlor Business"  
Showing Moving Pictures in their Most Attractive Form

## THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.

Every Manufacturer in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the December list.





## THAT THE Peerless

Coin-Operated Piano is the *best* player proposition for you.

You must sell some coin-operated pianos.

You must sell the best for the best results.

A live dealer in your town is what we want. Are you he?

Some good territory still open.

Write now.

## THAT MORE Peerless

are sold than any other Coin-Operated pianos.

It is different from all others in many ways.

Each one of these ways is a conclusive reason why your customers will prefer to buy it.

Our new catalogue, entitled "Easy Money," sent upon request.

It's Dollars  
to  
Demiquavers

### Highest Award—Gold Medals

Buffalo, 1901

St. Louis, 1904

Portland, 1905

# ROTH & ENGELHARDT

(Props. Peerless Piano Player Company)

Windsor Arcade

Fifth Avenue

New York

Factories at St. Johnsville, N. Y.







## The Edison Phonograph Advertising Brings Customers with Money to Your Door.

THE advertising brings the customers. But you must do the rest. The only way to sell an Edison Phonograph is to sell it. Believe in it, show it, talk about it, let it talk to the man who wants a Phonograph. You cannot get any benefit from Edison advertising unless you have the Phonograph.

We can do but two things, we can make the Phonograph and we can make the customers want it. Don't let the customers get to your store before the Edison does. If you do, our advertising, so far as your store is concerned, is wasted.

## National Phonograph Co.,

67 Lakeside Avenue,

Orange, N. J.



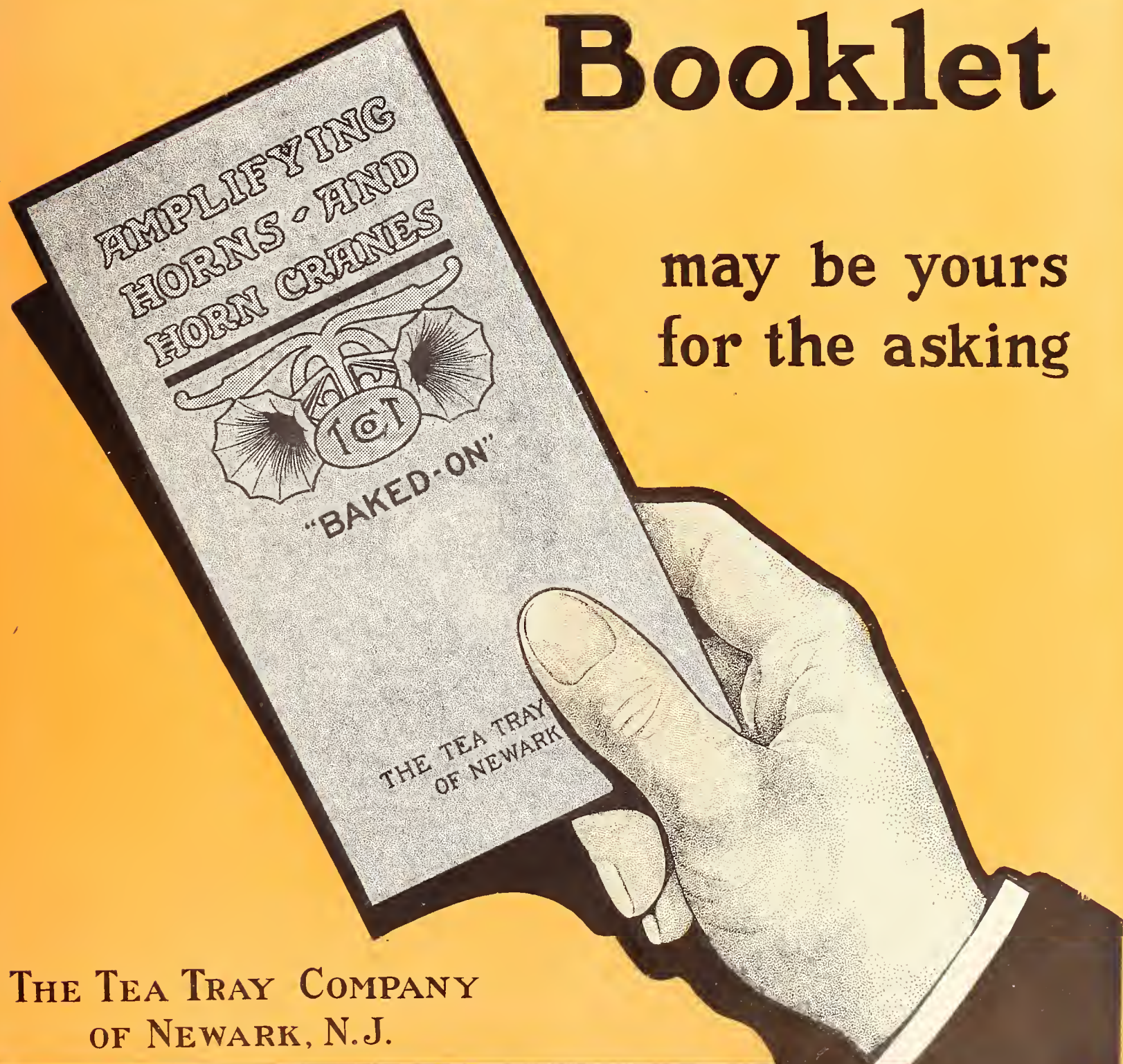
# *The* TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, December 15, 1906

## This Handsome Booklet

may be yours  
for the asking



THE TEA TRAY COMPANY  
OF NEWARK, N.J.

HB





*The attention of agents and dealers generally is particularly called to the excellence of the Imperial 10-inch Disc Record. This record is a masterpiece and cannot be equalled by any disc on the market.*

THE IMPERIAL produces cash results, and cash results are what we, in the record business, are after. The Imperial "makes good" every time. The customer is satisfied and comes back, not "at you" but "to you," and buys again. The Imperial is like coffee—it must be found in every household—and it is the clearest, loudest and best record ever made. It lasts, too, and can be had in all the latest songs and hits.

With the Imperial on your shelves you can turn money over rapidly and often. The margin of profit in handling these goods is large. But why say more? If you have the record you know all about it. If not, send for samples. They speak for themselves.

**"L. & C. Needles," too—BEST**

**LEEDS & CATLIN CO.**

53 East 11th Street

**NEW YORK**


LEEDS & CATLIN CO.  
53 East 11th Street, New York

Send me details of your talking machine.  
Name.....  
Address.....



## Announcement

With reference to a circular which has been recently sent to the trade, claiming that all flower horns infringe certain patents referred to, we desire to reassure our customers by saying that these statements are without proper foundation and no one should allow himself to be intimidated by them. The patents referred to are not so broad and comprehensive as it is sought to make them appear, but are really narrow and limited in their scope and cover only restricted features, which we do not use in our horns. We have thoroughly investigated the matter and take pleasure in assuring our patrons that none of the numerous styles and kinds of horns manufactured by us, infringes in any possible way any rights under said patents or any other patents.

We would furthermore call attention to the fact that our reputation as pioneers in the horn industry and our standing as manufacturers, are based upon the principle of depending upon our own energy and industry, and of advancing and developing the art in which we have worked. We have made many improvements in horns and in the manufacture of horns since we first entered the business, and we have taken out patents continuously on all the developments which we have made, so that we now hold a long list of patents fully protecting all our products. These patents, together with our long experience and familiarity with the horn industry, enable us to assure all our customers that they may buy our product with the fullest confidence. When purchasing horns see that you get those bearing our trade mark 

**THE TEA TRAY COMPANY OF NEWARK, N. J.**





ALL HORNS BEARING  
THIS TRADE MARK



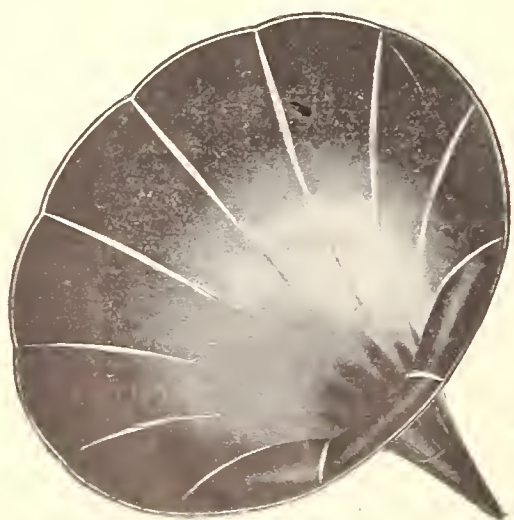
ARE FINISHED IN  
"BAKED-ON" ENAMEL



## Back of Every Horn

we sell is a guarantee of high quality. We do not aim to produce an article merely for the show it makes, but for the service it gives. Our horns are beautifully hand painted in an endless variety of striking and exquisite floral designs, and the colors are then "Baked-on." This gives our horns a permanency of color that simply cannot fade, crack or flake off. These two features in our horns, good looks and honest wear, are the primary causes of our success.

**THE TEA TRAY COMPANY  
OF NEWARK, N. J.**



ALL HORNS BEARING  
THIS TRADE MARK



ARE FINISHED IN  
"BAKED ON" ENAMEL



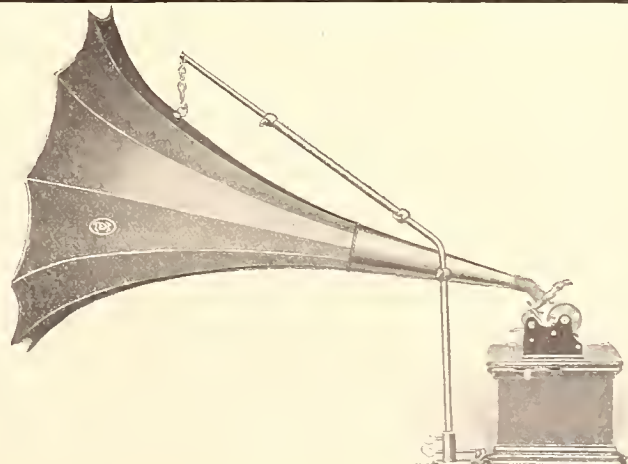
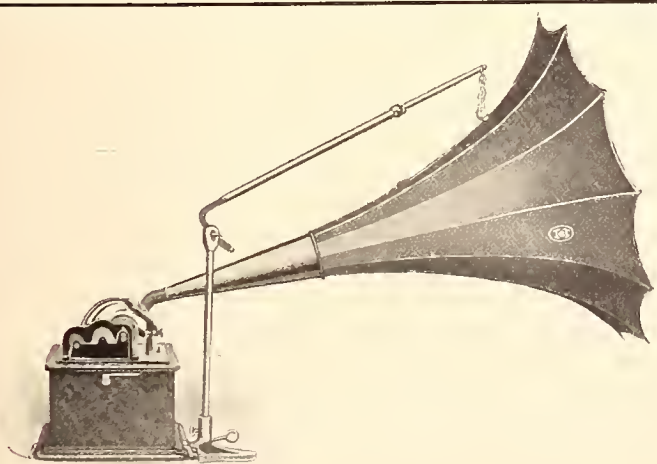


**Established 1867****PREMIUM AWARDS**  
Centennial Exposition, Philadelphia, 1876  
World's Fair, St. Louis, 1904

## **A Few Facts Concerning Horn Cranes**

- ¶ We were the originators of the Horn Crane.
- ¶ The patent records alone will prove that much.
- ¶ The first application for a patent on Horn Cranes was made by us, on February 1, 1902.
- ¶ Like many other good things, our Horn Crane soon had many imitators. But, in all these, the embryonic seed born in the original was naturally lacking.
- ¶ That's why we always have and always shall continue to supply Horn Cranes, "born of ripe experience," to an intelligent and progressive trade.

### **THE TEA TRAY COMPANY OF NEWARK, N. J.**





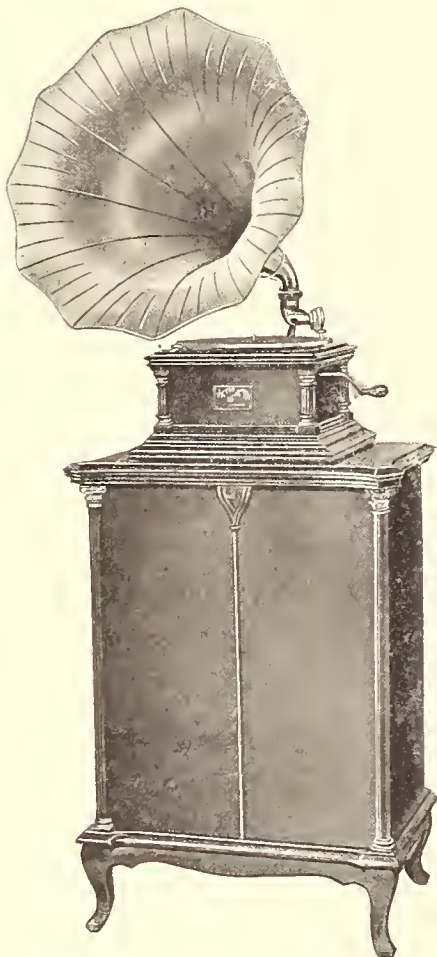
# Disc Cabinets for the Holidays

A superb line of twenty different styles to select from, ranging in prices from

**\$13.00 to \$350.00**

~ Dealers Discount apply ~

An important and profitable branch of every Talking Machine establishment.



An exquisite Mahogany Cabinet for the Victor VI.

Price - - - - - \$65.00



The most artistic and beautifully constructed outfit on the market  
Price, in Carved Mahogany, complete with Victor V, \$250.00

Price, in 22-Kt. Gold Leaf and Burnished, complete with Victor VI, - - - - - \$350.00

Catalogs furnished free of charge on request, and supplied with your order for Cabinets.



Our Matchless Silver Gray Outfit

Price - - - - - \$125 00

## Our Leaders

Call at our exhibition rooms and inspect them before ordering your Holiday stock

**VICTOR DISTRIBUTING AND EXPORT CO.**

77 Chambers Street, New York City



# The Talking Machine World

Vol. 2. No. 12.

New York, December 15, 1906.

Price Ten Cents

## CHEERFULNESS IN BUSINESS.

The Talking Machine Industry Demands an Optimistic View of Life from Its Followers.

Every talking machine dealer should be an optimist, or at least act the part in the presence of customers. It will pay him in many ways; first, because a good humor is contagious and once his patron's mood becomes a jovial one, he is ready to listen and enjoy. Then the dealer should let him hear one of Billy Golden's laughs. If that does not fetch him, one of Arthur Collins' coon songs will, and before he returns to his normal condition of seriousness, he will have purchased several records surely.

And it is all so easy, Mr. Dealer. Get into the habit of laughing. When you see a joke in the paper while on the car en route to your store in the morning, laugh at it. There is bound to be a little humor in it, and that laugh will put

## HOLIDAY DISPLAY.

The Importance of Decorating and Properly Arranging the Stock on Display—Competence and Originality Will Always Win Out—Some Pointers for the Holidays.

Now that the holiday period is with us, the wide-awake talking machine dealer will find the time opportune for giving a little extra attention to his showroom arrangement and advertising. There is a peculiar and undefinable "something" in the air at this season that makes almost everyone willing to part with money without the use of force, and while this spirit of giving is in them it's up to the dealer to get his share.

The stock rearranged and set off with a liberal supply of evergreens festooned 'round about will take on a surprisingly inviting appearance. In the window one or two handsome machines and an assortment of records and accessories should be cleverly arranged and decorated with evergreen, ribbons, appropriate mottoes and several of the numerous recognized tokens of holiday cheer.

When the aforementioned matters are arranged it is time to produce business-getting advertisements. Take liberal space in the local papers, calling attention to your special arrangements for handling the rush, and talk like you really expected a crush that would fill the sidewalk, just to show your confidence in what you have to offer. Then dwell upon your special decorations and invite visitors to look them over. When the preceding details have been mentioned, call attention to the singular appropriateness of a good talking machine as a gift, and the easy terms at which one may be obtained.

The reader will be drawn by curiosity to visit the store and look at the decorations and the holiday goods, and be induced to inquire regarding prices and terms. With a good salesman at hand a sale may be readily closed on a satisfactory basis.

A musical instrument of any kind appeals to the average giver from the fact that its usefulness is not merely temporary, the styles do not change in a year or two, or even in ten years, and it is always a source of pleasure not only to the owner but also to friends.

A "talker" does not cost as much as many pieces of jewelry, and does not have to be kept from view in a safe deposit vault to prevent it from being stolen. There are many other advantages connected with such a gift that should interest the holiday shopper and make him a customer.

Take advantage of the season to boom your business in a way that will make the people in your vicinity remember you during the rest of the year when they desire articles in your line. It is an opportunity that occurs only once a year and should not be allowed to slide by.

## "TALKERS" IN ART CASES.

The Next Development May be Along This Line—Machines to Conform With Music Rooms of Wealthy People.

Talking machine manufacturers are united in the opinion that with the recent introduction of machines costing several hundred dollars each, the trade has reached a point where the next advancement will be in the direction of machines and cabinets made to special order, just as art pianos are made.

Where a talking machine and the necessary fixtures fill a prominent place in a room it is but natural for the possessor to desire them to harmonize with the rest of the furnishings, and the easiest way to accomplish this end is by having the talker and cabinet made to order in the finish and style desired.

As a development, it will not find the large companies unprepared, for the making of the regular line of elaborate outfits has acquainted them with what is wanted in the fine work.

## REVIEW OF NEW YORK TRADE.

Marked Improvement in the Retail Situation—Society Has Taken Up the Talking Machine—Songs in Foreign Tongues Are Favorites.

The retail talking machine trade in New York which has not been normally brisk for several weeks, has at last awakened and is now in winter trim. The various dealers say that the demand is for the best class of instruments, and that the price now averages \$50 for all kinds. The dealers along Fifth avenue naturally carry only the most expensive machines and records, to meet the wants of the class of patrons that frequent that thoroughfare. Society has taken up the talking machine, and there are several dealers who do practically nothing else but what is known as a carriage trade; that is, customers who come in their carriages.

In other parts of the city, both the disc and cylinder machines, have their devotees, and with plenty of money in view, their patrons select the best machines that they carry, and a good supply of records. Much of this business is done on the instalment basis, but it is a rare thing that a payment is defaulted, and a machine sent back. The dealers also say that they have lost but comparatively few through dishonest patrons. One dealer says that he believes the good influence of the music compels honesty.

While the topical songs are ready sellers, there is a steady demand for religious and patriotic music. The various nations which form our cosmopolitan population are insistent in their demand for songs in their native tongue, and whenever records are made in their language they meet with a ready sale. The east side dealers look for an excellent winter trade, and say that the talking machine is becoming more popular every day, and it is an extremely poor family that does not feel that it can afford to purchase one of some description.

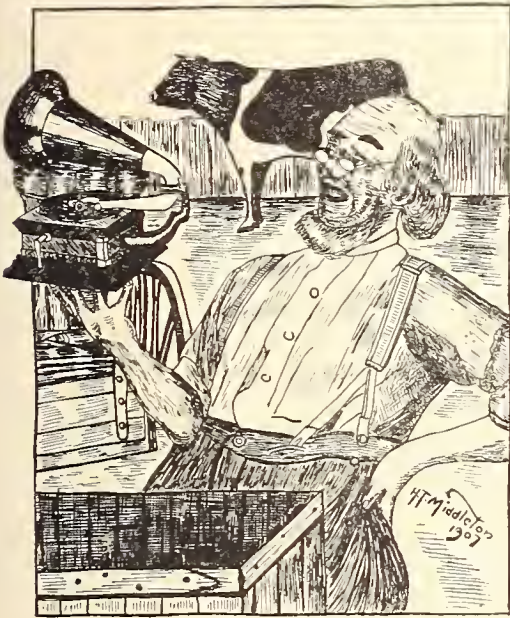
## COLD STOPS ROCK'S ECHO.

Cliff Does Not Repeat Sound When Thermometer Is Low.

Advices from Dawson City, Alaska, tell of a phonograph rock cliff which exists some forty miles up the Yukon River. A correspondent in the northern city gives the following account of its weird echoes: "At first the echo is a mere whisper, and then it reverberates louder and louder until it reaches the full volume of the human voice, yet it always repeats from the same place and not from different distances like the ordinary echo. The most mysterious thing in connection with the rock is that when the thermometer registers 40 or more degs. below zero there is no echo, or, as the Indians say, the echo freezes. In the spring, when the snow melts and the ice gets out of the rivers the echo thaws out. Then can be heard the voice of the traveler, the deep, long, dismal howl of the wolf and the whistling of the winds of the previous winter."

## CHATTANOOGA CO. INCORPORATES.

An application for charter for the Chattanooga (Tenn.) Phonograph Co. was filed last week by Frank H. Atlee, W. G. H. Thomas, John L. Atlee, Jr., Geo. H. Patten and L. M. Thomas, with a capital stock of \$10,000. This company will, according to its charter, buy and sell phonographs and other musical instruments, and will commence business right away.



"HE HOLDS IT IN FRONT OF HIM."

you in condition to conquer gracefully the trials of the day.

When a rural gentleman from the country calls and says he wants to buy a "funnygraff," laugh at him. He won't mind in the least, but will think you "an uncommon pleasant feller," and then when you demonstrate one machine after another from the hundred-dollar Concert Grand down to the ten-dollar Gem, and he still fails to arrive at a decision, do not become discouraged, but put on some very funny records, the funniest you have in stock, and watch Hiram double up with mirth. Soon with the tears of laughter thick upon his "specs" he will probably say, "By Gosh! that machine's so durn funny, it'll most tickle Mandy to death. I'll take it, Bub, an' them funny record tunes, too."

See, Mr. Dealer, you've made a sale, and your merry mood did it. That laughter is contagious is proven by the fact that Hiram chuckles all the way home, just thinking about you and the records he heard in your store, and when he alights from his spring wagon and removes the purchases he has made in the city, he finds the talking machine among them. He holds it in front of him, and once more the flood of merriment sweeps over him. But that is only a rivulet of the mighty stream of uproarious mirth that will resound through the farmhouse when the family gather in the evening for the concert.

It pays to cultivate the art of laughing, and no one can resist the jolly fellow who is always smiling and courteous. He gets the customers while Mr. Grouch wonders why business is so dull. As you want to be one of the jolly fellows with a big business, Mr. Dealer, this little story is at your service.

HOWARD TAYLOR MIDDLETON.



# NOTICE TO DEALERS!

SALES OF

## Petmecky Multi-Tone

Self-Sharpening

## Needles

United States Patent Allowed

All Foreign Patents Pending

**Exceed  
One Thousand Million  
Annually**

It's the LOUD, SOFT, INTERMEDIATE TONE—all in one—NEEDLE

For use on all Disc Talking Machines

PLAYS TEN RECORDS, any size, any make, THROUGH WITHOUT  
INJURY

UNSURPASSED IN PURITY OF TONE REPRODUCTION

FAMOUS FOR STANDARD OF QUALITY—UNIVERSALLY PRAISED

Write or wire for samples of Petmecky Multi-Tone Needles, Interesting  
Booklet on Needle Lore, Testimonials, and Price Quotations on 5,000 to  
1,000,000 lots. Prompt deliveries guaranteed.

### PETMECKY COMPANY

SOLE MANUFACTURERS

Suite 506, New York Life Building, KANSAS CITY, MO.



## JOBBERE ELECT OFFICERS.

The Eastern Talking Machine Jobbers' Association Adopt Constitution and By-Laws and Select Important Board of Officers—Most of the Leading Members of the Trade Now in the Association—Some Interesting Addresses Made—All Working for Better Trade Conditions Throughout Eastern Territory.

At the meeting of the Eastern Talking Machine Jobbers' Association, held at the Hotel Breslin, New York, last summer, it was decided to incorporate the association. The dull season and the fact that many jobbers were away delayed final action, and practically nothing was done, until a meeting of the committee, authorized to handle the incorporation of the association, was held in the salesrooms of the Blackman Talking Machine Co., New York City, Friday evening, November 16. The committee then decided to merge the old association into an incorporated body, and arranged for another meeting, November 23, in the same place.

This was the first annual assembling of the new association, and as such an election of officers was held, to hold office until the third Monday of next July, as follows: President, W. D. Andrews, Syracuse, N. Y.; vice-president, J. Newcomb Blackman, of the Blackman Talking Machine Co., New York; treasurer, S. B. Davega, New York City; secretary, A. H. Jacot, of the Jacot Music Box Co., New York City. These officers represented re-elections with the exception of Mr. Jacot, who succeeded J. B. Kelsey. The board of directors included the above officers and W. A. Pardee, of Pardee-Ellenberger Co., of New Haven, Conn.

A constitution and by-laws, to conform with the certificate of incorporation, were adopted, as well as important resolutions, dealing with trade matters in general. Several applications for membership were received and accepted. Printed copies of the resolutions will be sent to the members as soon as possible, as well as such jobbers not members, but who are in the territory covered by the association, and whose applications would be desirable. The meeting was well attended, and addresses by W. D. Andrews, J. N. Blackman and others proved that the interest in the organization was increasing rather than otherwise, and that the membership would steadily receive further additions. The matter of credits came in for particular discussion, and a simple, but very effective plan of making reports was made a part of the constitution and by-laws. The necessary blanks for reporting were forwarded on the fourth of this month to all members.

The next meeting will be held during the week of the Automobile Show at Madison Square

Garden, New York, January 12 to 19, the place and exact date to be announced later. This time was decided on, as it is likely that a large number of out-of-town jobbers will attend the show, and therefore a meeting of the association besides.

Vice-President Blackman, in speaking of the association, said: "The dispatch with which matters were handled proved that there will be no occasion hereafter for trade papers to inquire what has become of the Eastern Talking Machine Jobbers' Association. We never had a more satisfactory meeting, as far as getting right down to business is concerned, and the general opinion was that we had at last conquered the credit question in a way that would bring immediate results. Since this meeting I have personally secured three new members, and have no doubt that others will follow as soon as they realize the benefits to be derived. The information regarding credits will be valuable for use by members during the holiday time, when accounts run very high. The association now has 39 members, and by referring to the list appended it will be seen that they include some of the best known houses:

"American Phonograph Co., Gloversville, N. Y.; American Talking Machine Co., Brooklyn, N. Y.; W. D. Andrews, Syracuse, N. Y.; G. C. Aschbach, Allentown, Pa.; Theodore F. Bentel Co., Pittsburg, Pa.; Bettini Phonograph Co., New York; Blackman Talking Machine Co., New York; J. F. Blackman & Son, New York; Sol Bloom, New York; Frank E. Bolway, Oswego, N. Y.; Boston Cycle & Sundry Co., Boston, Mass.; S. B. Davega, New York; I. Davega, Jr., New York; Douglas Phonograph Co., New York; Eastern Talking Machine Co., Boston, Mass.; Eclipse Phonograph Co., Hoboken, N. J.; Edisonia Co., Newark, N. J.; Flint & Brickett Co., Springfield, Mass.; Forsyth & Davis, Kingston, N. Y.; J. A. Foster Co., Providence, R. I.; William Harrison, Utica, N. Y.; Jacot Music Box Co., New York; James H. O'Dea, Paterson, N. J.; Pardee-Ellenberger Co., New Haven, Conn.; Penn Phonograph Co., Philadelphia, Pa.; Powers & Henry Co., Pittsburg, Pa.; Victor H. Rapke, New York; Stanley & Pearsall, New York; Benjamin Switky, New York; Talking Machine Co., Rochester, N. Y.; Victor Distributing & Export Co., New York; John Wanamaker, New York; Thomas Wardell, Lowell, Mass.; Alfred Weiss, New York; William Werner, Easton, Pa.; Western Talking Machine Co., Philadelphia, Pa.; Musical Echo Co., Philadelphia, Pa.; H. A. Weymann & Son, Philadelphia, Pa.; Wells Phonograph Co., Philadelphia, Pa."

## ELECTION RETURNS BY GRAPHOPHONE.

Talking machines vs. the megaphone received

a practical demonstration election night at the Free Press office, Detroit, Mich. Hundreds of persons stood in Lafayette avenue and heard the returns called out from the horn of the big Columbia graphophone that was stationed in a window on the second floor.

As fast as the returns—both city, county, State and national—were received, new records were made and the Columbia did the rest. Every one was able to hear every word, and the way the cheers went up for the various favorites showed that there was no question about the vast audience being able to understand everything.

It is the first time the talking machine has been used in Detroit to entertain such a large crowd, and the experiment was most successful.

## UTILIZING STORE WINDOWS.

A Splendid Form of Advertising That Is Open to Every Talking Machine Dealer and Which Brings Big Profits to the Man Employing It.

The advance made in the art of window trimming in the past few years is as noticeable as that made in advertising. Any retailer who recalls the windows of ten years ago can't help but mark the contrast that greets his eye to-day. At that time the displays presented a conglomerate mass of everything in general, and not much of anything in particular. The passer-by had the same sight to gaze upon day after day, and no doubt wondered why people showed such poor taste.

But to-day it is another story. The idea of utilizing this valuable space has been grasped by every live dealer. Glance in these same windows and you see something. You see, back of the exhibit, the idea standing out bold and strong. The chances are that the moment you look it will flash into your mind how that display reminds you of the excellent ad. that appeared the day before, describing the very articles you saw in the window.

A display to attract attention must possess sufficient originality to at once arrest the eye with an unique arrangement so harmonious and beautiful as to be truly artistic, as a publicity expert very properly says. The most cultured admire a fine exhibit. The most ignorant are influenced by it. The great mass of shoppers are swayed by it. Dollars and cents are hypnotized by it, and the merchant who is wise always remembers this.

Arthur C. Erisman, manager of the Columbia Phonograph Co.'s store in Toledo, O., is one of the hustling and successful talking machine men in that section of the country. He has the knack of capturing high-class trade, and has built up a splendid following in his city.

# VICTOR SERVICE

WHY WE CAN GIVE YOU THE BEST

We are the only Victor distributors in the East who devote an entire store to the Victor line. We have the space and facilities for carrying at all times as large and complete a stock of Victor machines and records as that carried by the factory.

We can guarantee to ship all orders the day they are received. Our shipping department is located in the very heart of the wholesale district of Boston with its numerous daily express collections covering every point in the United States; it employs a large and efficient force who give their entire time and attention to the filling of Victor orders.

We place all records in separate envelopes immediately upon receipt from the factory and deliver them in the same envelopes. Thus the retailer receives his records in the best shape to handle and in as perfect condition as when shipped from the factory.

JOBBERE and DEALERS in  
**Disc Records**

**DO YOU USE  
ENVELOPES?**

Our envelopes are used by 75 per cent. of the largest jobbers.

Their superiority is proved by the numbers of duplicate orders we receive.

Ten different styles and sizes. Samples and prices on application.

**M. STEINERT & SONS COMPANY**

DISTRIBUTORS OF

VICTOR TALKING MACHINES—VICTROLAS, AUXETOPHONES, HERZOG FAMOUS DISC CABINETS

35-37 Arch Street

BOSTON, MASS.



## THE QUAKER CITY NEWS BUDGET.

Jobbers and Retailers Conservative in Their Reports of Business—Musical Echo Co.'s Good Report—Interesting Chat With Horace Sheble—To Introduce a Combined Talking and Moving Picture Machine After the First of the New Year—Cost of Brass Ascends—An Australian Visitor—Bauer Co.'s New Quarters—College Songs Favorites—Old Operas Wanted—Victor Advance—Phonograph Parties—Records of Christmas Carols and Songs in Demand—Talking Machine as a Barometer—Penn Co.'s Display—Good Business With Wells Co.—The News of the Month Set Before Our Readers Briefly But Interestingly.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 10, 1906.

Talking machine jobbers and retailers are conservative, as a rule, in their reports concerning business. From fair to fairly good is the general opinion expressed as to November trade. At present writing holiday trade is just commencing, and it is expected to be very good, although many frankly say they hardly expect it to be up to last year's high-water mark. Said one large retailer: "When the holiday business comes it will come with a rush—this year. That's my opinion of it. In the aggregate it will be quite satisfactory, but not what we would like it to be."

The Musical Echo Co., Chestnut street, have the good fortune to be very busy, and sales continue good on all lines. The talking machine concerts given in the company's fine music hall have much to do with the good trade enjoyed, backed up by good salesmanship and pushitiveness.

Steady business is reported by the main branch office of the Columbia Co., Chestnut street. Trade, they say, has shown no spurts, but has kept at a good, steady pace, which, all things considered, is satisfactory. The several retail branches are going along on about the same plan.

In a trade chat with The World Horace Sheble, secretary of the Hawthorne & Sheble Co., Jefferson and Howard streets, said: "Our company is 'snowed under' with business. We have more business than ever before by fully 100 per cent. In the past four months we have turned out three times as many goods as we did the corresponding time a year ago. Trade as we find it is in a very healthy state, and we are very sanguine of the outlook. Busy in the factories? Yes, indeed. We have more hands employed now than ever before. We have two plants in Philadelphia and one at Bridgeport, Conn., and all are running at full capacity. Mr. Hawthorne, who is at Bridgeport, will return permanently to Philadelphia some time during the coming month. There is need of additional executive management. We have been so busy we haven't wanted additional salesmen. We will be glad to catch up with orders before planning to take on additional salesmen. Have we anything new? Yes; a new illustrated song machine—a machine which will play and have moving picture accompaniment. We expect to get it out after the first of the new year. It is a question whether we will sell the machines or operate them under our management. We have not decided the matter yet. There is no machine on the market that will accomplish what our machine will. It is fully covered by patents, and will add to the attractiveness of amusement arcades and similar places. Our new line of artistic flower horns we put on the market, believing the time had come when a better grade of goods were wanted. Sales of the horns have increased to that extent that we are now selling numerically as many flower horns—high-grade goods—as we do of the cheap goods. We do everything connected with horn manufacturing. We are employing 600 people. All metals have advanced in price. As an instance: I recently placed a contract for brass, and it cost us \$8,000 more than the same contract cost us last year. We recently received orders for over 25,000 assorted horns from a domestic firm, and another for 5,000 horns from a firm in England. We are at present turning out an average of 1,700 finished horns per day, and they retail at from one to twenty-five dollars. The principal demand to-day is for the flower type horn. The buyers seem to prefer nickel-plated ones. We have one of the largest nickel-

plating plants in the East, and are running four dynamos in order to produce sufficient electrical current. Horns being quite bulky goods, we average from three to five carload shipments per day. No; we have no trouble in getting cars. We have recently purchased and installed a large amount of additional machinery, and will install more when we can get it. On some of the machinery ordered the best delivery we could get was one year. During the past sixty days we have installed forty machines, consisting of lathes, drills, planers and automatic screw cutting machines."

Frank Albert, of J. Albert & Son, Sydney, Australia, was a visitor the past month to the Hawthorne & Sheble Co. headquarters. Albert & Son are large Edison jobbers and dealers, and carry a large stock of the H. & S. Co. goods. Another visitor was F. M. Prescott, representative of the International Record Co., at Berlin, Germany. He reported that trade in Germany was very good.

The Bauer Co., manufacturers of Stewart banjos, banjo drums and Bauer mandolins and guitars, largely handled by talking machine dealers, recently removed to 726, 728 and 730 Girard avenue, in the Germania Theater Building. Said President E. Bauer, of the company: "We took a lease here November 21, and have just moved in. The quarters are more central, have good light and conveniences. No; we hardly required more room, as our business has got down to a regular level water mark. Trade is going along steadily. We are having good business on our banjo drum. We closed a large contract with a Melbourne, Australia, firm the past week. The demand for our other lines is very good, and the trade outlook is quite satisfactory."

"College songs take well in this neighborhood," said a West Philadelphia retailer. "I have numerous calls for records having favorite college songs on them. You see, I'm near the University of Pennsylvania, with its hundreds of students, and, as a rule, every mother's son of 'em likes music in some shape or another. Many of them are excellent performers on various musical instruments. They have their glee, mandolin and other clubs, and generally go in for music and singing. They show a partiality for talking machines, and in their quarters, during proper hours, many of the students have high old times listening to new and old songs, glees and other phonograph pieces. I can't say the records the students buy are excessively classical; in fact, they usually go in for something fast and devilish—but that's natural, you know. Youth will be joyful and merry, and I don't blame them for enjoying themselves after their long hours of study."

"Business is picking up," reported the Philadelphia Phonograph Co., North Eighth street. "If the record manufacturers will only get up records of popular operas like 'Erminie,' I believe they would sell better than 'Il Trovatore.' The latter is favored by lovers of music of a classical order, but does not take with the general run of people."

In a trade chat Manager Brown, of the advertising department of the Victor Talking Machine Co., Camden, N. J., said: "We are growing. Business in 'talkers' and accessories is booming all over the country. We are thousands behind in orders, but are doing everything we can to keep distributors supplied. Our innovation, the complete opera of 'Il Trovatore' on twenty records has been a great success. Our advertising is being increased, not diminished. We have taken one of the big electric signs at Broadway and 37th street, New York City. It is between

the Manhattan and Metropolitan theaters, and will be seen by countless people daily. We arranged to have it lit up December 9. It can be seen as far down as 26th street. The new addition to the Front and Linden streets (Camden) plant is almost completed, and we expect to occupy it in about 50 days. Work on the new laboratory and office building, opposite the main plant, is progressing. Forms for concrete are up to the first floor. We are away behind on orders for both Victrolas and Auxetophones, but are vigorously trying to supply distributors. We have just issued our new catalogue of machines, horns and accessories supplied by the Victor Co. The general outlook is excellent for business and holiday trade promises to be exceptionally brisk. C. G. Childs, manager of the laboratory, has been busy since the arrival of great operatic stars recording Red Seal records. The export department reports a big increase of business."

President Eldridge R. Johnson, of the Victor Co., is at the main plant, and will probably remain in Camden all winter. He is well pleased with the business situation. Vice-President Leon F. Douglas is reported happy in California, where he is enjoying a vacation. George D. Ornstein, manager of the sales department, took on several additional salesmen the past month, and all hands are very busy. Improvements of various kinds have been made in and about the large Victor plant, all with a view to expediting work and getting out orders.

A phonograph party was a novelty enjoyed by a number of North Philadelphia young persons the past month. Only young men and women owning phonographs were invited, and each guest brought a "talker" and fireworks. Tunes were played without titles being made known, and a dozen "just out" records were given as a prize to the one correctly naming the largest number of pieces played. The "booby" prize was a new needle. A midnight supper ended the party, which was voted to be enjoyable in every way. The idea bids fair to spread, and phonograph parties may yet become numerous.

Fred Thielmann, 1721 Columbia avenue, is pushing sales of Edison talking machines and records with success. He is having a good pre-holiday demand for medium-priced talkers, and has sufficient stock on hand to meet almost any demand.

At 1036 Spring Garden street, F. B. Elkinton, Jr., is making good show window and store displays of Edison, Victor and Columbia goods. Trade is reported satisfactory and holiday business gives promise of being usually good.

Jonas Shaw, retail dealer in phonographs, Camden, N. J., has purchased the property at 2611 Westfield avenue, where he has been located for a number of years. He will make a number of improvements in order to keep up with increasing business. It is quite likely he will increase his stock of talking machine goods.

"We are fairly busy," reported the Keystone Phonograph Co., North Eighth street. We anticipate a good holiday trade, are sticking to one price, and exploiting goods by making attractive window displays."

The Eastern Phonograph Co., North Eighth street, reports seasonable good business. A line of handsome record cabinets has been added.

"You could tell it was near Christmas," said a Ninth street jobber, "by the number of Christmas carol and song records being called for. To the extent that holidays create a good demand for special pieces appropriate to the occasion, they are a good thing, and help us to dispose of lots of records that otherwise might remain in stock almost indefinitely. The manufacturers have fortunately thoughtfully provided song and music records for almost every holiday and occasion, so that we are enabled to fill almost every demand—even from faddists and cranks; in fact, we can get up special records when wanted. We have a singer come and warble or play the tune wanted on a recorder, and there you are—special tunes made while you wait! I feel sorry for certain unknown persons who, this coming Christmas, will listen to an original Christmas carol composed by a well-meaning youth, who labors under the delusion he is both poet and musician."





## They'd rather have a Victor than the money

That's the way customers who buy a *Victor* feel about it. They look upon the money as well-spent and are more than satisfied with the *Victor* and the store that sold it to them.

They get their full measure of fun and enjoyment out of it and keep on buying new *Victor* records all the time.

Think what such customers are worth to you—what great opportunities are before you in the sale of

## Victor Talking Machines and Records


It's more than a matter of dollars and cents. Your business constantly grows larger and goods will keep on piling up.

What are you doing to get your full share of this desirable business? To get in touch with those of the 56,000,000 magazine readers, reached monthly by our advertising, who live in your immediate neighborhood?

Local newspaper advertising, circulars, window displays, are the biggest kind of helps and are profitably used by any number of dealers.

It's surely worth the effort on your part and you can be certain it will bring results.

### Victor Talking Machine Company Camden, N. J.

 P.S.—A host of other dealers find this plan profitable and it should also be a good thing for you: Place standing orders for the new records with your distributor, and push this feature. (Keeps your customers calling at least monthly—they look for them). Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor Distributors as follows:

Albany, N. Y. .... Price Phonograph Co.	Memphis, Tenn. .... O. K. Houck Piano Co.	Rochester, N. Y. .... The Talking Machine Co.
Altoona, Pa. .... W. H. & L. C. Wolfe.	E. E. Forbes Piano Co.	Rock Island, Ill. .... Totten's Music House.
Atlanta, Ga. .... Alexander-Elyea Co.	Milwaukee, Wis. .... McGreal Bros.	San Antonio, Tex. .... Thos. Goggan & Bro.
Phillips & Crew Co.	Minneapolis, Minn. .... Minnesota Phonograph Co.	San Francisco, Cal. .... Sherman, Clay & Co.
Baltimore, Md. .... Cohen & Hughes.	Mobile, Ala. .... Wm. H. Reynolds.	Salt Lake City, Utah. .... Carstensen & Anson Music Co.
E. F. Droop & Sons Co.	Montreal, Canada. .... Berliner Gramophone Co., Ltd.	Savannah, Ga. .... Youmans & Leete.
H. R. Eisenbrandt Sons.	Moorhead, Minn. .... H. Backenheimer.	Seattle, Wash. .... Sherman, Clay & Co.
Wm. McCallister.	Nashville, Tenn. .... O. K. Houck Piano Co.	Sioux Falls, S. D. .... Sioux Falls Talking Mach. Exchange.
Birmingham, Ala. .... E. E. Forbes Piano Co.	Newark, O. .... Ball-Fintze Co.	Spokane, Wash. .... Eiler's Piano House.
Boston, Mass. .... Oliver Ditson Co.	New Haven, Conn. .... Henry Horton.	St. Louis, Mo. .... O. K. Houck Piano Co.
Eastern Talking Machine Co.	New Orleans, La. .... Nat'l Auto. Fire Alarm Co.	Koerber-Brenner Music Co.
M. Steinert & Sons Co.	Philip Werlein, Ltd.	St. Louis Talking Machine Co.
Bridgeport, Conn. .... F. E. Beach Co.	New York, N. Y. .... Bettini Phonograph Co., Ltd.	St. Paul, Minn. .... W. J. Dyer & Bro.
Brooklyn, N. Y. .... American Talking Machine Co.	Sol. Bloom.	Koehler & Hinrichs.
Buffalo, N. Y. .... Robt. L. Loud.	C. Bruno & Son.	Syracuse, N. Y. .... W. D. Andrews.
Canton, O. .... The Klein & Heffelman Co.	I. Davega, Jr.	Toledo, O. .... Tbe Hayes Music Co.
Charlotte, N. C. .... Stone & Barringer Co.	S. B. Davega.	A. J. Rummel Arms Co.
Chicago, Ill. .... Lyon & Healy.	The Jacot Music Box Co.	Whitney & Currier Co.
The Talking Machine Co.	Landay Brothers.	Washington, D. C. .... John F. Ellis & Co.
Cincinnati, O. .... The Rudolph Wurlitzer Co.	Stanley & Pearsall.	S. Kann & Sons Co.
Cleveland, O. .... W. H. Buescher & Sons.	Benj. Switky.	
Collister & Sayle.	Omaha, Neb. .... The Victor Distributing & Export Co.	
The May Company.	The Regina Co.	
Columbus, O. .... Eclipse Musical Co.	Piano Player Co.	
Dallas, Tex. .... The Perry B. Whitait Co.	A. Hospe Co.	
Dayton, O. .... Thos. Goggan & Bro.	Peoria Ill. .... Nebraska Cycle Co.	
Denver, Colo. .... The Fetterly Piano Mfg. Co.	Chas. C. Adams & Co.	
Des Moines, Iowa. .... Knight-Campbell Music Co.	Philadelphia, Pa. .... C. J. Hepp & Son.	
Detroit, Mich. .... Edward H. Jones & Son.	Musical Echo Company.	
Dubuque, Iowa. .... Grinnell Bros.	Penn Phonograph Co., Inc.	
Duluth, Minn. .... Harger & Blish.	Wells Phonograph Co.	
El Paso, Texas. .... French & Bassett.	Western Talking Machine Co.	
Galveston, Tex. .... W. G. Walz Co.	H. A. Weymann & Son.	
Grand Rapids, Mich. .... Thos. Goggan & Bro.	Pittsburg, Pa. .... Theo. F. Bentel Co.	
Harrisburg, Pa. .... J. A. J. Friedrichs.	Pittsburg Phonograph Co.	
Honolulu, T. H. .... S. A. Floyd.	Powers & Henry.	
Indianapolis, Ind. .... Bergstrom Music Co.	Standard Talking Machine Co.	
Carlin & Lenox.	Portland, Me. .... Cressey & Allen.	
C. Koehring & Bro.	Portland Talking Machine Co.	
Jacksonville, Fla. .... Metropolitan Talking Machine Co.	Portland, Ore. .... Sherman, Clay & Co.	
Kansas City, Mo. .... J. W. Jenkins Sons Music Co.	Providence, R. I. .... J. Samuels & Bro.	
J. F. Schmeltzer Sons Arms Co.	Rahway, N. J. .... Regina Company.	
Little Rock, Ark. .... O. K. Houck Piano Co.	Richmond, Va. .... The Cable Co.	
Los Angeles, Cal. .... Sherman, Clay & Co.	W. D. Moses & Co.	

Fill out,  
cut off, and  
mail this  
Coupon  
to-day.

**CUT ALONG THIS LINE.**  
Victor Talking Machine Company, Camden, N. J.  
Please send me illustrated catalogue of Victor Machines and Records, with full trade information and names of my nearest distributors.

Name.....  
Street.....  
City.....  
State.....  
F.....



He was here t'other day, and recorded his 'inspiration.' If he comes again the hands say they will go on strike. But, as I view it, we must take the bitter with the sweet. That young man 'paid his way,' and so I'm satisfied."

W. P. P. Bradley, representing the International Record Co., Auburn, N. Y., is here for two or three days. Dependent on locality, he says trade is fair to very good. In the West business is quite brisk.

"We can sell rag-time records to colored persons," remarked an Eighth street dealer; "but Orangemen won't buy 'Wearin' o' the Green.' To quite an extent we can tell the nationality of a customer by the records he purchases. When there's opera in town we know it, as a rule, on account of the demand for selections from it. The talking machine is quite a barometer of many things of current event."

The Keen Co., Eighth and Cherry streets, have sublet part of their large store to a retail cigar dealer. The company reports that trade picked up very well the past month and is now much better than it was. They have had a good call for the Victor "Il Trovatore" records. They have just added a large stock of International Record Co.'s records.

At the Wells Phonograph Co.'s office, North Ninth street, a representative said: "Holiday business is just starting, and it is too early to say what it will be. Our November business was good—in excess of that a year ago at the same period. We could have sold a lot of Victrolas if we could have got them. Of course our mainstay is Edison business, and we have in a most complete stock of records to meet any demand."

Among recent trade visitors were: T. O. Esibel, retail dealer, Bridgeton, N. J.; George Arnold, retailer, Glassboro, N. J.; J. P. Jones, retailer, Sunbury, Pa.; B. Brown, Coatesville, Pa.; Fred T. Sheeter, Clearfield, Pa. Almost all of them gave cheerful reports of trade conditions.

The Western Talking Machine Co. have removed from South Ninth street to 41 North Ninth street, where they occupy basement, first

and second floors of a good sized building. Manager Rynick said they had far better facilities and far more room. Trade keeps up quite well, and the outlook is cheerful.

S. Ford has retired from the Disk Talking Machine Co., and is now salesman with Lyman & Co., musical instruments. The Disk Co. is undergoing a change of ownership. S. S. B. Campbell and William L. Zeigler, both of whom were formerly with the Columbia Co., are now managing the Disk Co., and later on may have something to say. Mr. Zeigler stated business was improving, and the prospects good for holiday business.

"Trade is moving along very nicely, both in our wholesale and retail departments," said Manager Lewis, of the Lewis Talking Machine Co. "The main trouble we have is to get the goods we want, not to sell them. We are entirely out of \$45 machines." Edward Smullen, salesman with the company, is now a happy Benedict.

At the Penn Phonograph Co.'s large warerooms on South Ninth street, the offices have been moved back in order to display a large number of record cabinets made by the Herzog Art Furniture Co., of Saginaw, Mich. Business the company reported to be fairly good, with bright outlook for brisk holiday trade. Five sound-proof booths, 8 by 12 feet, permit salesmen to give excellent demonstrations.

The fact that there is a strong undercurrent of feeling in jobbing circles against manufacturers who, through concerns they are charged with owning or controlling, are selling to jobbers' customers should be noted. One large jobber the past month lost a large order to a concern which, he states, he found to be owned virtually by the manufacturing concern of whom he had bought his goods. "There is trouble ahead," seems to be the general impression of more than one jobber, "unless manufacturers religiously protect the interests of legitimate jobbers."

The Georgia Phonograph Co. is the title of a new firm of Columbia jobbers and retailers who have opened up in Columbus, Ga.

## HOW EDISON CONCEIVED THE IDEA.

Of Reproducing the Human Voice Through a Mechanism Called the Phonograph.

In conversation the other day a friend of Thomas A. Edison volunteered the information that it was his belief that the wizard conceived the idea of the now popular phonograph from a mountain echo. Said this friend: "Mr. Edison was driving one day in the West Orange Mountains when a friend, who was with him, shouted to a farmer and inquired something about the locality. Mr. Edison leaned back in the carriage as the words of his companion were reverberated from hill to hill. Mr. Edison spoke at once and said, 'Why not reproduce the voice?' and that led to experiments. Speaking of Edison's wonderful faculty of invention, a graduate of an Eastern university recently said, 'Edison has that peculiar and extra quality of mind which enables him to so embody the conceptions of practical use, and he has the power to embody these conceptions in such a way that they can be reproduced by the hand of man. Together with this quality of the imagination, Edison has that manual dexterity which enables him to put his ideas into such concrete form that a man not possessing any of the extraordinary gifts of Edison practically can apply these ideas and utilize them not only for amusement and business as the phonograph is used, but also for the advancement of the human race, as in the case of the phonograph.'"

The Colonial Government having experienced considerable difficulty in obtaining laborers for work on the Queensland plantations, hit upon an original plan which has proven very successful. Native laborers at present employed were induced to speak into a talking machine their satisfaction with their treatment and the wages. The records thus made were sent to the Pacific Islands and reproduced for the benefit of the natives, with the result that many were induced to go to Queensland.

## WHEN PLACING YOUR HOLIDAY ORDERS

# REMEMBER

That we are exclusive **VICTOR JOBBERS**, and that we are prepared to take care of your wants in this line, be they large or small. We have three large floors and basement devoted entirely to the sale of these goods, and carry a stock which is sufficiently large to take care of all orders received, promptly.

WE ARE THE ONLY JOBBERS IN NEW YORK CITY DEVOTING AN ENTIRE BUILDING TO THE VICTOR EXCLUSIVELY

## NEEDLES

## PERFECT

## MEDIUM

## QUIET

These are the brands manufactured by us. They stand for **A1 QUALITY**. Millions of these styles are sold by us every month to satisfied customers. **ARE YOU ONE OF THEM?**

If you are not a user as yet, let us send you **SAMPLES FREE** and convince you by the quality and price that you cannot do better, whether you are a jobber or dealer. Write for full particulars.

Place your orders promptly if you wish shipment before the Holidays.

## AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET,

BROOKLYN—N. Y. CITY

Largest Talking Machine House in the City



## GOOD REPORTS FROM ST. LOUIS.

Manager Clancy Assumes Duties at Columbia Co.—De Wolf Hopper Mr. Ramsdell's Guest—Hearst Buys Records—Thiebes-Stierlin's New Talker Department—Koerber-Brenner's Big Trade—Trade Situation Analyzed.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 8, 1906.

The talking machine trade in every department is in a most excellent condition, and all are having a difficult time in getting goods. The record demand is especially good, and there is a heavy call for the best grade of machines.

T. P. Clancy assumed his new duties as local manager of the Columbia Phonograph Co., on Monday, November 19. W. C. Fuhri left on Saturday, November 24, to assume his new duties as superintendent of the Western territory, with headquarters in Chicago. This concern reports trade very good.

D. S. Ramsdell, manager of the St. Louis Talking Machine Co., reports trade at its best, with no signs of cessation. He states that their only trouble is in getting goods. This concern sold their first Auxetophone recently to a prominent local citizen.

One day recently Mr. Ramsdell had as a guest the famous actor, De Wolf Hopper, who was playing an engagement here. After hearing a few records he expressed his great pleasure and made arrangements for a Victor No. 6, to be used at a theatrical party supper, which he gave later in the week. A feature of the affair was the record, "Casey at the Bat," which is Mr. Hopper's own personal production, which was played several times, much to the pleasure and gratification of Mr. Hopper and his guests.

W. R. Hearst, recently a candidate for Governor of the State of New York, spent a day here on his way to Mexico. While here he purchased over \$100 worth of records from Mr. Ramsdell.

Eugene Ketterer, a bright and progressive young man, who has been with the Conroy Piano Co., has been appointed manager of their talking machine department to succeed T. T. Clancy, resigned. He reports trade very good, and ahead of last year.

The Western Talking Machine Co., it is stated, have retired from business here. Their stock was purchased by the Silverstone Talking Machine Co.

The Silverstone Talking Machine Co. have added another room to their store, which gives them 100 by 20 feet more space.

The Thiebes-Stierlin Music Co. opened up their new talking machine rooms on the first floor of their building on Monday, November 25. As stated, this department is in charge of S. R. Brewer, and it is thoroughly modern in its arrangement, and is being greatly admired.

The Koerber-Brenner Music Co. report a very heavy talking machine trade, and are having considerable trouble in getting goods.

Mr. Wilson, sales manager of the National Phonograph Co., was a recent visitor here.

## RECORDS SUITED FOR HOLIDAYS.

Heyward Cleveland, the manager of the retail branch of the Columbia Phonograph Co., at 872 Broadway, has issued a list of music especially adapted for the holiday season. It comprises a full line of selections of carols and choruses, recitations, Yule-tide songs and tunes, old-fashioned dances, and songs of old, comprising in all thirty-seven different selections. The list is printed in colors on a small four-page folder, and is intended by him for local distribution. In making the selection, such records as are found in both cylinder and disc catalogues were chosen, so that the possessor of either style of machine could reap the benefit. During Thanksgiving week Mr. Cleveland gave another exhibition of his ability as a window dresser, decorating one of the show windows with "jack-o-lanterns" made of genuine pumpkins, lighted from within by electric lights, and a party of young people dancing the minuet. Both of these called attention to the list of dancing records put forth by the Co-

lumbia Co., and which would take the place of an orchestra for the Thanksgiving Eve festivities. The window attracted a great amount of attention and greatly assisted in the sales of graphophones and records.

## TERRIBLE MYSTERY SOLVED.

A Happening at the Martha Washington Hotel—Foreigner's Voice Heard Where Women Only Hold Fort.

A scandal was averted in the Martha Washington Hotel a week or so ago, according to the New York correspondent of the Chicago Tribune, by the efficient sleuthing of the house detective. The hour was late and all the elderly spinsters' slumbers were untroubled, when a strange sound was heard, a man's voice above the parlor floor—at 12 o'clock. Curl papers and kimonos were the costume most in vogue among the whispering group that gathered in the hallway. They listened, and once again a man's voice disturbed the conventional halls of the hotel.

"Je vais faire des emplettes ce matin," observed the intruder. "Je vais, tu vas, il va," he added in a clear tone.

It couldn't be the watchman or the clerk. It clearly was a stranger, a foreigner. A bunch of curl papers and kimonos detached themselves from the shuddering group and marched down to the office.

"Where's the head bell girl," demanded their owner.

"She has gone home, madam," said the clerk. "What can I do for you?"

"There is a man—a creature—a foreigner, upstairs."

Kimonos and curl papers withdrew discreetly into the shadows at the approach of the house detective. The latter approached the door of the bedroom and listened.

"Je connais le fils du jardinier," asserted the incriminating masculine voice. "I know the son of the gardener," it added, obligingly.

The house detective thundered at the door.

"What is it?" asked a startled feminine voice.

"There is a man in your room."

The door flew open and revealed the indignant face of the occupant.

"Man, indeed. I'd have you know that I'm studying French out of a phonograph, and if those old—"

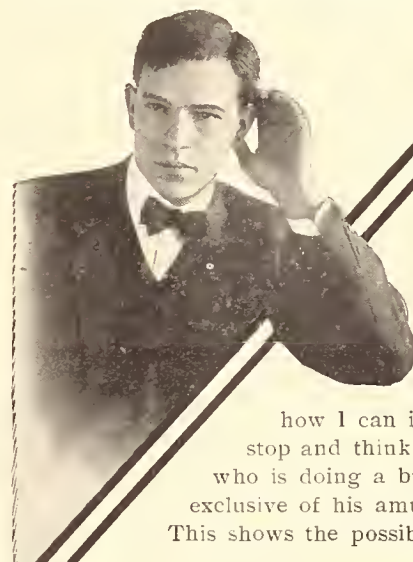
There was a soft murmur of curl papers receding, and the hall was clear.

## ONE ON CAL. STEWART.

Cal. Stewart, of Uncle Josh fame, bears a strong facial resemblance to the once great exponent of the free coinage of silver, William Jennings Bryan, and the following story is told illustrative of that fact. Not so very long ago, when he was making a tour through the West, he went out on the rear platform of the last car while it was making a brief stop in one of the towns en route. He noticed that a large number of people hastily gathered around the car, and imagined that his fame had been conveyed to them through the multitude of records reproducing his melodious voice. After letting them take a good look at him, he retired to the inside of the car. In a few minutes the porter came in and said: "Is you Mistah Bryan? Dem folkses outside wants you to make dem a speech." Rumor has it that "Uncle Josh" was so upset that he could not get off a funny speech for two whole hours, and any one who is familiar with him will appreciate what that means.

## TALKERS FOR VIENNA CONSERVATOIRE.

The Gesellschaft der Musikfreunde, who are the governors of the Vienna Conservatoire, have decided to establish a collection of talking machine records for the use of that institution, thereby following the example of the British Museum and other well-known educational authorities. It is intended to preserve records made by all pupils when leaving who have gained prizes at the Conservatoire, and in addition many records by distinguished ex-students have been secured.



# Listen!

to the voice of the greatest and most perfect language teacher in the world. He says—I would like to tell my friends, the phonograph dealers, how I can help them, how I can increase their business from 10 to 30 per cent.—and just stop and think what this means to YOU. Why there is a dealer out West who is doing a business of \$15,000 a year on his I. C. S. Language Outfits exclusive of his amusement records, outfits, etc. This shows the possibilities that exist in the

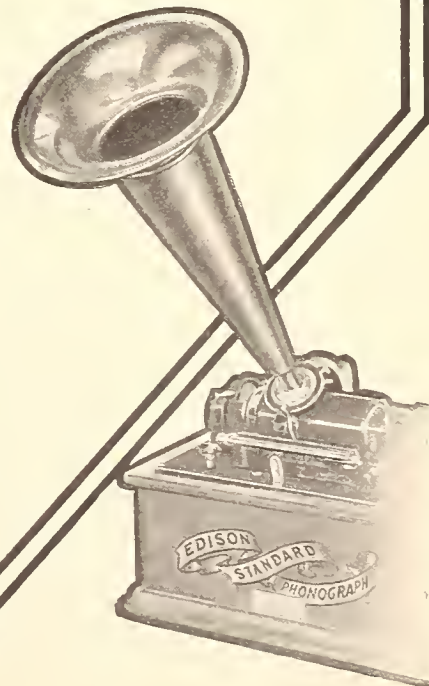
## I.C.S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH

Any wide-awake dealer who will give me a fair trial will be helped in every way possible to make a success of his language business. Free advertising literature will be furnished him for distribution, copy for newspaper ads will be given him—in fact everything will be made easy for him to make large sales of Language Outfits, and, thru his increased advertising, to very appreciably enlarge his regular sales. Why not find out in detail what I can do for YOUR particular business? Just write me a postal. Address it to the Professor, care of the

International Correspondence Schools

Scranton, Pa.





## TALKING MACHINE AND TELEPHONE.

Here Is an Up-to-Date Method of Keeping in Touch With Your Customers, Mr. Dealer.

One cannot peruse a daily paper or magazine nowadays without his gaze falling upon an article on the talking machine and its constantly increasing popularity. The following, which is taken from the Philadelphia Record, emphasizes this fact:

"Sunday is not a busy day for the telephone girls, especially in the central part of the city, so, to fill in the time they have invented an amusement. When calls are infrequent the hello girls will ring up some friend who has a phonograph and get it on the wire. This is quite easy and consists of merely placing the transmitter before the big horn of the phonograph. Sometimes a dozen girls will be listening to the phonograph at the same time. The private



HEARING THE LATEST RECORDS.

branch operators in the newspaper offices and those business houses which keep their 'phones open on Sunday morning are also in on the fun. On a very dull Sunday morning there are frequently 25 hearers in all parts of the city of a phonograph that is playing far uptown."

Is there not a great opportunity here for the display of inventive genius? Could not an instrument be invented which when attached to the receiver of a telephone would throw the sound out into the room with great volume and clearness even though the phonograph was far away? Think for a moment what this would mean to you, Mr. Dealer. When your new list of records arrived, your operatic selections, for instance, and there was one which you thought might appeal particularly to a certain customer, you could call him up on the 'phone and let him hear it in the comfort of his own fireside, and in all probability get his order for others at the same time. A man is never more approachable than when, after a good dinner, he is ensconced in the luxurious depths of an easy chair, basking in the aroma of a highly-flavored Havana. Let us picture the scene:

His telephone is at his elbow, and when you ring him up, he picks up the receiver joyfully with the remark, "I'll bet that's Jones, the talking machine man. Hello! Is that you, Jones? Got some more records in, have you? All right, put one on; I'll be glad to hear it."

Then follows a telephonic phonographic rendition of a comic song which tickles him mightily, and he expresses his appreciation as follows: "Say, Jones, old man, that's a corker! Got any more like it? What! lots of 'em? You have? Well, say! I'm in a talking machine humor tonight; send a boy up with your whole list, will you? You will? All right, thanks. Good-bye."

Even the present development of the telephone admits of this method of keeping in touch with your customers, and it will pay you to give it a trial. I only make this suggestion after numerous experiments which have proven the scheme entirely practical. Only the other evening a

friend of mine gave a phonograph concert in his home at which selections were rendered by several talking machines in different parts of the city, and the effect was novel to say the least.

As above stated, a talking machine concert by telephone is possible at the present time, but if an amplifying device could be thought of to attach to the receiver and magnify the volume, it would mean a huge fortune to the inventor, and you, Mr. Dealer, should work your brain overtime and endeavor to win this fortune. No one is more closely in touch with both telephone and talking machine than yourself, and the idea may come to you "all in a bunch," who knows?

HOWARD TAYLOR MIDDLETON.

## PIANO DEALERS AWAKENING

To the Fact That the Talking Machine Proposition Is a Profitable One and Are Therefore Taking the Advice of Friends in Adding Talking Machines as a Side Line.

That the music trade have finally and fully awakened to the fact that the talking machine proposition is profitable and entirely creditable, the experience of those who have added this department is of value to the "doubting Thomases" who still linger on the fence. For example, the following is related of one of the shrewdest and most successful piano dealers, who had held off from taking on talking machines for special reasons:

"You see," said the music dealer, "my next-door neighbor was in the talking machine line, and I noticed he was doing a fine business. We had agreed that if he refrained from handling sheet music I would keep my hands off his line. All well and good. After a while, however, the neighbor commenced selling sheet music, and then I immediately put in a talking machine department, and it paid from the start; in fact, this department alone pays the rent of my store, with something over. Then, besides, not a few customers have become interested in pianos and small goods, and this is an additional profit—one possibly that I would never have had but for the talking machine. To sum it up, a music dealer who does not put in talking machines is a chump with a big "C."—Music Trade Review.

## A HANDSOME CATALOGUE.

The Ball-Fintze Co., Newark, Ohio, have just issued a very complete catalogue devoted entirely to talking machines and accessories. It comprises some seventy-two pages, the illustrations embracing everything from needles to elab-

orate machines and cabinets. Carrying cases, record racks, cranes, numerous styles of horns and tools of all kinds are also included. The book itself is convenient in size, nicely bound, and is very artistic typographically.

## TO PHONOGRAPH NOISE NUISANCE.

Proof of What We Suffer to be Obtained by Mrs. Rice's Society.

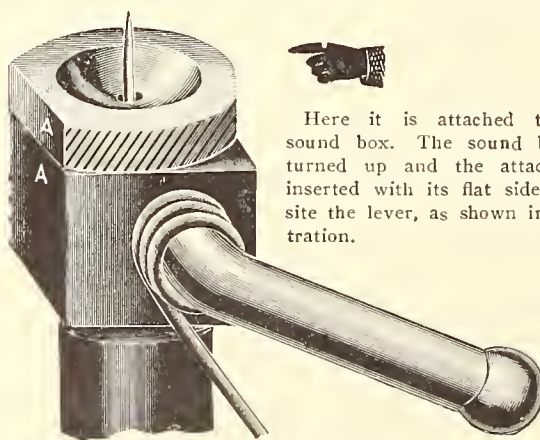
Mrs. Isaac L. Rice, of Riverside Drive, through whose efforts unnecessary tooting by craft in the waters hereabouts has been suppressed, is organizing a society to quell the strident voices and noises of the town, particularly in the neighborhood of hospitals. The blowing of horns by vendors; the jangling of the junk cart bells, the discords of the hand organs and the German bands and the cries of the sellers of vegetables, ice and coal will be tackled, and the board of health will be asked to banish all of them. Mrs. Rice says that the bedlam of sounds around the hospitals has been responsible for the deaths of patients of sensitive temperament who had undergone operations and needed absolute quiet to get sleep.

Many eminent men and women are members of the new society, and the applications for membership are coming in fast. Mrs. Rice will not give out the names of the members until December 15, when the organization will be completed. One of the members, who is connected with a big phonograph manufacturing concern, is working on a specially sensitized record that will be used in phonographs put in the wards of hospitals to gather in the sounds that float in from surrounding streets. The phonographs will not be put into the hospitals until after the organization of the society, and at its meetings the members may hear what sort of things the hospital patients have to hear. It is not unlikely that certain parts of the records may be expurgated, especially those that are taken in near the gas house district. The sounds are to be reproduced in the volume they have when they strike the ears of patients.

Owing to the prevalence of rabies among the dogs of Hartford, Conn., the authorities ordered every dog muzzled, unmuzzled dogs to be shot wherever seen by policemen. Sedgwick & Casey, Victor dealers, took advantage of the situation to decorate the plaster Victor dog in their window, with a muzzle, a heavy collar and a strong chain. The effect tickled the crowds who stopped to look in the window, and they couldn't help seeing the portions of the line that was displayed.

## YOU HAVE WAITED FOR THIS!

AN ATTACHMENT FOR HOLDING SOFTERTONE AND MEDIUM TONE NEEDLES IN THE NEW SPRING CLAMP NEEDLE ARM OF THE VICTOR EXHIBITION SOUND BOX



Here it is attached to the sound box. The sound box is turned up and the attachment inserted with its flat side opposite the lever, as shown in illustration.

Here is the Needle Clamp Attachment separate.



Without this attachment it is impossible to use softer and medium tone needles on the spring clamp needle arm. It is perfectly simple, easily attached, holds like a vise and is made in two sizes—for softertone and for Medium tone needles. Order as NEEDLE CLAMP ATTACHMENT and specify which needle is to be used.

Price, 25 cents each

Special prices to jobbers and dealers

**The Softertone Needle** is growing in popularity every day. The loud tone needle, of course, is a necessity to the dealer for selling machines, but it is often too loud for home use. When a customer takes a machine home he finds the softertone needle a great relief. Instead of tiring it perpetuates the use of the machine. This means record sales.

**It Costs Less** One Softertone needle will play six records. Less time is used in changing needles, and there is less wear on the records. A record will last three times as long when the softertone needle is used. We did not accept this fact until satisfied by numerous tests. You owe it to yourself to make a test if in doubt.

FOR SALE BY LYON & HEALY, CHICAGO



## SHALL BUSINESS BE RESTRICTED?

Some Pertinent Comments by Traveling Men Regarding the Danger of the Talking Machine Business Being Overdone.

One of the wholesale representatives of a large New York jobbing house fears that the talking machine business may be overdone through too many small dealers getting in the field. He has recently returned from a trip through New York state, and in regard to the subject said to The World: "Many of the towns I struck were practically at a standstill in the talking machine business. The trouble was that nearly every store had dabbled into the business to a greater or lesser extent, and barber shops, hardware, dry goods, drug and nearly every other kind of a store was advertising them for sale. The result was there was a glutted market and miserable assortments of records and no chance of placing new orders. I believe that restrictions should be placed on dealers, and that they should be in proportion to the number of inhabitants in any town or city. Too many dealers has a tendency to kill any article, particularly the talking machine. The stocks of records are invariably small, and many of those handling machines regard them as a toy, and the sale of which is only an incident or accident in their business, and are perfectly willing that the purchaser should buy records wherever possible. These conditions do not exist to such a great extent in the large towns and cities, but in places of ten thousand and under. I think that the matter of territorial rights could be taken up by the talking machine trade to advantage."

## TALKING MACHINES IN INDIA.

India is a great country for talking machines, and thousands of them are in use there. The native who can command the price wants a talking machine, and the records he delights in are those which reproduce the native songs. The American machine leads, and there is room for more.

## To Talking Machine Dealers

The MUSIC TRADE REVIEW is the oldest publication in the music trade industry. It contains more than fifty pages devoted to the piano trade, musical merchandise news, music publishers' department and talking machine trade. A special technical department is a regular weekly feature of the publication. A vast amount of valuable information is contained in each issue. The REVIEW has won higher honors at the great expositions than have ever been won by any other publication in the world.

Grand Prix at the Paris Exposition,	1900
Diploma at Pan-American Exposition,	1901
Silver Medal Charleston Exposition,	1902
Gold Medal St. Louis Exposition,	1904
Gold Medal Lewis-Clark Exposition,	1905

Subscription in United States, Canada and Mexico, \$2.00 for 52 weeks. All other countries, \$4.00.

We publish the Tuner's Guide also—a cloth-bound, illustrated work of over one hundred pages. Sent postpaid to any part of the world upon receipt of one dollar.

**EDWARD LYMAN BILL**

Publisher. 1 Madison Ave., New York

## TALKERS AND SENTIMENT.

According to a Leading Dealer the Talking Machine Is Associated With Some of the Most Sentimental Happenings of the Day, Thus Helping to Keep Alive the Most Beautiful Side of Humanity—Interesting Chat.

Except when a phonograph is turning out some such pathetic melody as "A Message from Home, Sweet Home," one rarely thinks of that instrument in connection with real sentiment, and yet it has a use of this kind that is growing rapidly all over the world. "It has become a common thing," remarked a man in the business, "for elderly persons to come into my store, have records made, and take these records off with them to their safe deposit box to be given to their children after death. It is pathetic to hear a man of middle age speaking into a phonograph the speech he wishes his children to remember him by. Sometimes he has the speech prepared in writing; again he may have simply a few notes from which he elaborates his little address. As a rule, these remarks are brief moral lectures, and are usually beautiful, since they are so simple and so sincere."

Fathers of families are not the only ones who put the talking machine to such sentimental usage nowadays. It is not an uncommon thing to have a mother accompanied by a child go into a shop where such things are sold to have a record made of some childish speech that will be sent to the little one's father, who is a long distance from his family. Only the other day the newspapers printed a story of a woman in Denver who is dying of a lingering illness talking into a phonograph every day that her husband might have a record of her voice after death came to her. Now and again one hears of sweethearts using the talking machine for the same purpose—a case in point being that of an elderly bachelor of this city, who begged the woman he is in love with, but who would not marry him, to talk into his phonograph that he might always be able to hear the sound of her voice. The capabilities of the machine were doubly illustrated in this particular instance, since the woman spoke for the record in French.

A still more striking illustration of the sentimental uses to which the machine has been put has been furnished to one firm that manufactures these machines in a Connecticut city. There are many Hungarians in the town, and of late the superintendent of the factory has been surprised by several of these Hungarians going into his office and asking to have speeches in their native tongue recorded on the machines he makes. Inquiry showed that these foreigners had discovered that there were phonographs in their native towns, and they were sending the records home to be reproduced as a surprise for their parents and friends. Naturally, these little speeches were of a particularly affectionate nature.

That the use of the talking machine in this particular manner is growing rapidly is shown by the increase in the sales of blank records, and also of the numbers of persons who go into the shops where the machines are sold to not only have speeches recorded, but also to have messages reproduced. There is never any charge made for this work beyond the original cost of the blank records, since such accommodations are recognized as being a good advertisement for the machines themselves.

"Laugh and grow fat" is an old saying, but laugh and grow prosperous is the new version made possible by the "talker." When you have tried over your laughing records, have you ever noticed the similarity of the tones—all made by the same man. George Johnson, a negro with a most infectious laugh, has made his living for several years by making entire laughing records and parts of records where humor was unconfinied. He is paid from \$1 up for his "songs" and he has been known to sing over fifty songs in one day and come up smiling at the end.

## A good start for the New Year

Make up your mind that you are going to give your customers the best kind of service during the coming year—better than they can possibly get elsewhere—and don't let your jobber stand in your way.

If your jobber isn't prompt in filling your orders, it's out of the question for you to give prompt attention to the wants of your customers—so long as you hold on to that jobber. Better jack him up and get on with a new one right at the beginning of the year.

You ought to get in touch with a jobber who appreciates your business and shows it by looking after your interests. Long waits for goods, with numerous promises, will then be a thing of the past, your business will run along easier and you'll be on a better footing with your customers.

We can give you the kind of service that will be the greatest help to you. An unequalled assortment of fibre cases, English needles, trumpet horns and other accessories, besides a complete line of Victor talking machines and records; and shipment always made the same day the order is received.

Why not write for a copy of our latest catalogue and see if there isn't something we can do for you right now?

**The Victor Distributing and Export Company**

77 Chambers Street

New York





Does your office boy sometimes forget to note a telephone call received during your absence, or is he ever unable to give you a verbatim report of what was said?

Then you need a telegraphphone.

Do you ever give or receive an order, or transact business of any kind over a 'phone, and sometimes get into misunderstandings as to just what was said or was not said?

## Then you need a Telegraphphone

It will be but a short time before you discover that you cannot get along without an instrument which will automatically record every message which comes or goes through your 'phone, to be reproduced whenever and as often as you may choose, in the very tones and inflections of each speaker.

Even when no one is in attendance in your office, "Central" will say to the one who calls you up: "The gentleman is out, but talk your message into the 'phone; his telegraphphone will repeat it to him as soon as he comes in."

Don't you want to know all about this wonderful yet simple invention?

With your permission, we should like to mail you, postpaid, a complimentary copy of our illustrated *Telegraphphone* booklet describing this unique invention, which is already beginning to exert such far-reaching influence upon the scientific, social and commercial life. *To avoid all chance of error in mailing this booklet, please write very plainly:*

Your first name spelled out:	Middle initial:	Your last name:
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Our object in the free distribution of these interesting booklets is primarily to inform the public of the practical capabilities of this remarkable discovery, and so by returning this blank, with the particulars asked above, you will be placing yourself under no obligations whatever to us. But in the belief that you will wish to take advantage of a most unusual opportunity to make a small, safe and very profitable investment, we shall mail with the booklet full information as to how you may secure a few shares of a limited issue of treasury stock, which is about to be made.

Cut out this blank  
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**Sterling Debenture Corporation**

61 Pine Street, NEW YORK CITY

**Buffalo Times**—"The one weakness of the telephone as a means of communication—that it keeps no record—has been eliminated."

**Washington Post**—"There is no scratching sound, the words coming from the machine as clearly as from the human throat."

**Cleveland Plain Dealer**—"A thoroughly practical piece of office equipment, for which the demand has already outrun the supply."

**Pittsburg Gazette**—"Promises to make as many fortunes as were made by the Mergenthaler typesetting machine."



## GREAT PROSPERITY PREVAILS

In the Talking Machine Trade in Baltimore—Demand Is for High-Priced Machines—Victors in Big Demand at Eisenbrandt's—Other News from the Monumental City.

(Special to The Talking Machine World.)

Baltimore, Md., December 10, 1906.

The talking machine business in this locality is experiencing unprecedented prosperity, and the many agents for the various machines in this city universally proclaim that trade far exceeds their fondest expectations, and that the demand for the machines has almost doubled during the past year.

It is not the cheap machine that is most in demand, which is exceedingly gratifying, but the high-priced talking machine that seems to be wanted by the public, and the day of the sale of the cheap instruments seems to be numbered.

George A. Gustin, agent for the Columbia Phonograph Co., 231 North Howard street, stated that the business is unusually good, and that the demand for the Columbia phonograph has increased remarkably during the past few months, and that before the month has passed they will be able to report the greatest business in the history of the company in this city.

William Wigley, who carries a full line of the Victor talking machines and the Zonophone, claims that business is fine, and far better than he expected it to be, and that the recent dull times in the piano trade has not in the least affected the talking machine business.

"I am selling just about twice as many Victors this year as I did last year," stated Mr. Eisenbrandt, of the firm of H. R. Eisenbrandt Sons, "and they are all mostly high-priced machines; in fact, the demand for the machine and all automatic instruments is rather phenomenal."

The firm of Cohen & Hughes, who carry a line of the Victor talking machine, are very optimistic over the talking machine business, and one of their salesmen ventured to state that the business they are now doing far exceeds their expectations.

## MAY USE GRAPHOPHONE.

The Grand Jury Thinks Seriously of Introducing New Method of Taking Evidence.

The ancient traditions of the grand jury room sustained a shock the other day at St. Joseph, Mo., when George F. Standke, the manager of the Columbia Phonograph Co., appeared before that body to demonstrate the use of the graphophone in the taking of evidence.

Standke placed his machine on the table, next to the big blank book in which it is now the practice to transcribe the evidence of witnesses in long hand, by means of pen and ink, and it was observed that the pens were of the modern steel-tipped variety and not quills, as currently reported. The patriarchs of the jury gathered about the machine, surveying it with the complacency of a red Indian contemplating a mechanical toy.

The demonstrator put the mouthpiece to his lips, touched a spring that started some little wheels to whirring, and, speaking in a loud voice, said: "This is a practical demonstration of the graphophone before the grand jury of Buchanan County, Missouri, with a view to securing a recommendation of the device to the county court, and a request that the court purchase such a machine for the taking of evidence before the grand jury. The advantages of the machine are accuracy, speed and secrecy."

It was observed that a tool with a tiny chisel-shaped point had been plowing a thin shaving of wax from a cylinder, the shaving about the size of a No. 40 thread. The operator then changed this tool for another one, put it back at the starting point, held the mouthpiece in the direction of the jury like a megaphone, and again touched the spring. Then came a voice, like an echo of Standke's words: "This is a practical demonstration," etc. Some of the jurors looked sur-

prised, others pleased, and others again bewildered.

Some objections were imposed by Foreman John E. Lonsdale.

"That machine," he said, "would take the testimony of a witness all right, but how about the questions of the jurors? First I ask a question, then Mr. Noland asks one, then Mr. Hull, then Mr. Andriano—the questions coming from every point around the table, first here, then there—how would the machine catch those questions?"

"Well," said the demonstrator, "I would suggest that you appoint some member of the jury to operate the machine, as you would now appoint one of your own number to write the record. Let him speak both the questions and answers into the machine."

"A good many of our witnesses are Polaks," said Joseph Andriano. "Will the machine record the Polish language?"

"Yes; Chinese, for that matter," was the answer.

After some other questions, relating to the manner of transferring the records to typewriting, which were answered, the demonstration closed; Mr. Standke bowed himself out; the scribe of the jury dipped his pen in the ink, and the inquisitorial body resumed the broken thread of its investigations.

It is possible that the grand jury may recommend to the county court that a graphophone be purchased by the county.

## THE PROGRESS OF MUSIC

Has Really Been by Mechanical Means, Although Some Slurs Have Been Bestowed on Modern Media of Interpretation.

A great deal has been said recently concerning the effect of mechanical music upon people and upon the quality of music itself. Some great musicians believe that the piano player, talking machine and other mechanical instruments that have been devised for the reproduction of music, are going to be the ruin of musical taste and of development of musical genius. But once in a

while we are enabled to see the other side of the question, and recognize the tremendous impetus which mechanical or self-playing media have given to musical appreciation. Some good reasons for this view are given by Collier's in a recent issue:

Although we speak loosely of sweet sounds as musical, music proper exists in nature not at all. It belongs utterly to art. When Lorenzo said to Jessica: "There's not the smallest orb which thou behold'st but in his motion like an angel sings," he spoke beautifully, but in metaphor. Music is the most artificial of the arts, and therefore to some minds, like that of Pater, the purest, since form and meaning are identical. It has also been generally accepted as the most religious. Beethoven exclaimed: "I know that God is nearer to me in my music than to others." And Luther said: "Next to theology I give to music the highest place and honor; and we see how David and all the saints have wrought their godly thoughts into verse, rhyme and song." It seems rather strange, therefore, that this art, being the most ethereal, should be the one which promises to be most mechanically produced. Its progress has been dependent upon mechanical invention, until the orchestra reached its present state, and now every effort of inventive science is turned on the elimination of the human player. Whether or not this effort shall succeed entirely in giving the very best, it is certain to result in giving music of considerable quality a larger place in the lives of millions, and therefore it ought to be one of the most spiritually valuable directions of modern scientific progress.

G. Marconi, the inventor of the wireless telegraph, and a member of the experimental staff of the Columbia Phonograph Co., will shortly return to America with his bride, an Irish lady of title. Owing to the activity recently displayed by various parties in the wireless telegraph field in America, Mr. Marconi deemed it advisable to visit this country and assure himself that his interests were safe and that his patents were not being infringed upon.

SEND FOR CATALOGUE OF

## Blackman Record Cabinets

For CYLINDER and DISC RECORDS

JUST ISSUED



No. 120—HOLDS 294 RECORDS

Our New Cabinet Catalogue illustrates 23 different styles and it will be hard to "Beat It." There are 13 for phonograph records and 10 for disc. List prices from \$10.00 to \$75.00, and the BEST QUALITY for the money in every case. We furnish all styles in either OAK or MAHOGANY. Capacity of phonograph styles, 100 to 375 records; disc styles, 120 to 200 records.

All styles are FINISHED ON ALL SIDES, except the \$10.00 one. All Disc Cabinets hold 10 and 12 inch records.

Blackman Cabinets are fine examples of cabinet work and are an ornament to any parlor.

Every Blackman Record Cabinet is HANDSOME, SUBSTANTIAL, REASONABLE, RELIABLE, and represents BEST quality.

Catalogue and price list furnished on request to dealers who write on business letter-head.

## BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop.

97 Chambers Street

NEW YORK CITY



# Talking Machine Jobbers and Dealers



## DO YOU KNOW

That we manufacture the first complete line of Full Spun Brass Horns, and Spun Bell Horns placed on the market?

That we were the first manufacturers to market a complete line of Flower Horns?

That we have followed up our original conceptions by improving and adding to our line of Horns until to-day we manufacture more styles, kinds, sizes and varieties than are made by any other manufacturer? We do this in order to suit each particular customer.

That we were among the first to manufacture Horn Stands and Horn Cranes, and have constantly improved them?

That our present line of Machine and Record Carrying Cases have developed from our years of experience in making them?

That we own or control a vast number of patents, covering not only our present methods of construction, but many more as well?

That our goods are all sold through our own jobbers? If you desire to know of a jobber in your locality where you can see them, write us.

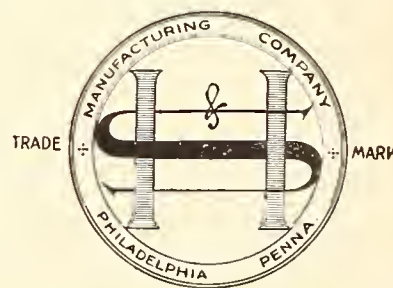
We do not make these statements to sing our own praises, but simply to set you thinking.

If you want the latest goods, of the best manufacture, embodying the most progressive ideas,

*Look for this Trade-Mark*



IT IS A GUARANTEE  
OF QUALITY



## Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PENNA.



## PRESCOTT'S INTERESTING VIEWS.

The President of the International Talking Machine Co. Says There Are No Trade Restrictions in Europe—Disc Prices Abroad—The World's Business Divided—Talent Better Paid in Europe Than Here—New Copyright Bill Will Help Europeans—Royalty in Europe Not Felt.

Not only is F. M. Prescott, president and general manager of the International Talking Machine Co., Berlin, Germany, one of the most conspicuous men of the talking machine business in any quarter of the globe, but he is also an interesting and impressive conversationalist on trade topics. Shortly after his arrival in New York from abroad, on the "Friedrich der Grosse," of the North German Lloyd line, direct from Bremen, his first trip home in five years, "to eat his Thanksgiving turkey and see his friends," as he expressed it, he chatted informally with The World as follows:

"We are working under no restrictions in Europe; that is to say, there are no fundamental patents, only constructive patents. All you



F. M. PRESCOTT.

need is a knowledge of the process of manufacturing, with sufficient capital, and then you can go ahead entirely free to produce and dispose of your output. The only important cylinder records on the Continent are those of Edison, the Columbia and Pathé Frères in France, the local makers having long since ceased to exist. This, however, is not true of Great Britain, where the cylinder business is fully equal, if not more important than the disc business, the Russell Hunting Co., Ltd., the Edison Bell, Ltd., being the principal local manufacturers. Fully seven-eighths of the product are discs. There are about 20 manufacturers of disc records in Germany alone, but the large majority are small concerns, and not heavily capitalized, and the quality of work is inferior. We get much better prices than are obtained in the United States. For example, four sizes are made, 7 inch, that sells for 60 cents; 10 inch, for \$1.20; 12 inch, for \$1.80; 14 inch, for \$2.40, as turned out by the Gramophone & Typewriter, Ltd., and our company, on which there is a uniform trade discount of 33 1-3 per cent. for domestic sales, and 40 per cent. for export.

"The trade in the United States is not what I consider commercially profitable, in view of the prices prevailing, unless the turnover is tremendous. That is to say, it has got down to the level of a staple line, in which the margin has been cut to the bone—down to hard pau. Were it not for the Berliner patent my company would manufacture its goods here and get the same prices we command in any part of the globe, strictly on quality and repertoire.

"You know," continued Mr. Prescott, with earnestness, "the world, in so far as the sale of their product is concerned," has been divided between the Gramophone & Typewriter, Ltd., of London, England, and the Victor Talking Ma-

chine Co., Camden, N. J., the latter controlling South, Central and North America, and that part of Asia not included in the British colonies. The Edison, Columbia and Zonophone are also well-known in these countries. We, however, operate everywhere, and with a catalogue of 14,000 titles do a splendid business at our prices. I have always believed that there will always be a sale for records at a good price, hence our aim of high quality. Now, we have been in business only three years, and a catalogue of this size is no small accumulation, when it is considered that the European Gramophone catalogue represents 23,000 selections—a fair comparison. You see, the catalogue must be fully developed for each country in which you do business in order to command sales.

"The 'talent' here is not nearly so well paid as with us. For instance, the prices of the recording laboratories in America range from \$2, the lowest, to the average of \$5, sometimes reaching \$10. On the other hand, our figures are nearer \$20 to \$25, and not infrequently running up to \$200 per song, and that not for the so-called celebrity artists, either. In Egypt I paid an Arab 40,000 francs (\$8,000) to sing 40 songs—\$200 apiece. We sell quantities of records in Egypt, Arabia, Turkey and Asiatic territory. The religious feeling is extremely strong in these countries, and the Moslems are zealous worshippers, so that records of extracts from the Koran, and of their hymns and holy pieces sell freely. Sheet music is unknown in these countries, hence the talking machine is therefore regarded with much favor.

"The matter of copyright is bothering us little, if any. Our company has already arranged with the leading publishers in Europe, some of which are exclusive arrangements, and the rest only the right to use the same as any other parties. We are also fully protected on all the Italian classical music owned by the house of G. Recordi, of Milan, Italy. This house is strongly identified with the Societe Italiana de Fonotopia, Milan, which is a sister company of our Odeon Co., in Berlin, and which Fonotopia Company control the Recordi rights for the world.

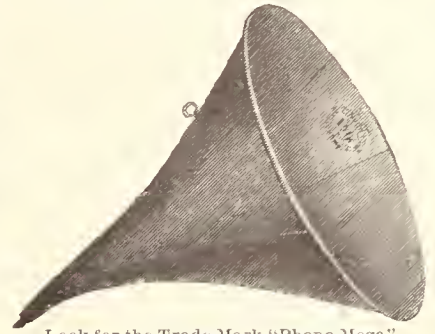
"In the event of the passage of the new copyright bill in the United States we would, to a certain extent, have rights on the European classical music in the United States, which the local companies here have not yet acquired. Besides the copyright feature, we have also tied up with contracts for a long term of years, or either for their natural life, many of the best artists of Europe who sing in Covent Garden, London; Grand Opera, Paris; The Scala, in Milan, and Royal Operas in Berlin, Vienna and other European capitals.

"The copyright royalty is already in effect in Europe, being in France and Italy. The manufacturing companies do not feel this, as it is small, usually 5 per cent. on the list price, which amounts to about 3 cents per record, which has been added to the retail price, so that the public really pay for it. Suits are now before the courts in Belgium, Hungary, Austria, Germany and Spain, and we expect favorable decisions in all of these countries within two or three years, if not before. A talking machine record is certainly a form of music, no matter how it may be argued to the contrary. Berliner acknowledged this in the selection of the Greek word 'gramophone,' written 'sound.' The reproductions of sound appertain to the ear, and this in turn effects the feelings or soul, if you please. I believe Europe is further advanced in many respects in the talking machine line. This is because there is not so much patent restriction, and the competition is much freer to develop and make improvements than in this country."

Mr. Prescott left for Europe on December 1 by the steamship "Patricia," of the Hamburg-American line.

Siegel-Cooper Co., the New York department store, who handle the Victor talking machines, advertised the line quite extensively just before Thanksgiving, and adopted a seasonable conceit in the form of a turkey gazing into a horn.

## FIBRE FIBRE The "MEGA"



Look for the Trade Mark "Phono Mega"

(ORIGINAL MODELS)

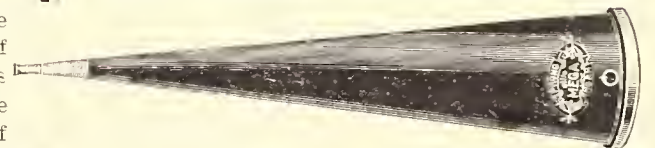
DESIGNATION	LENGTH	BELL
Junior "Mega"	22 in.	13 1/2 in.
Medium "Mega"	27 in.	17 in.
Senior "Mega"	30 in.	23 in.

### FINISH

(INSIDE)	(OUTSIDE)
ROAD CART RED	TUSCAN RED
TWILIGHT BLUE	ROYAL BLUE
MOSS ROSE	MOSS GREEN
APPLE GREEN	MOSS GREEN
LAVENDER	MOSS GREEN

GOLD NECK GOLD HOOP  
BAKED GLACE FINISH

## The "MEGA" Recording



Length, 25 in.

Bell, 6 1/2 in.

### FINISH

(INSIDE)	(OUTSIDE)
TUSCAN RED	ROYAL BLUE
GOLD NECK	GOLD HOOP
BAKED GLACE FINISH	

These models are without a peer for general all around satisfaction.

Our literature will interest every live Dealer. We shall be pleased to send it to you upon request.

We'd like you to know our product. We know you'd like it.

If your Jobber cannot supply you, write us direct.

A Type, Style and Price for Every Requirement.



Trade Mark

Registered.

Makers, E. A. & A. G. SCHOETTEL,  
Broad Street, Maspeth, Queens Co., N. Y.



100,000 RECORDS ALWAYS IN STOCK

JOBBER'S

**EDISON**PHONOGRAPHS  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
CYLINDER MACHINES**Douglas Phonograph Company**MANUFACTURERS "PERFECTION" SUPPLIES, ETC.  
RETAIL—WHOLESALE—EXPORTSalesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

**New York**

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

**VICTOR**TALKING MACHINES  
RECORDS, ETC.GENERAL SUPPLIES  
FOR  
DISC MACHINES

# DOUBLE STOCK

Last season's experience taught us a lesson. We have twice the stock on hand and have never been so well prepared to fill orders. In buying from us you are sure to receive

NEW—FRESH GOODS.

*Our  
salesroom  
is at the  
disposal of  
dealers.*

*Bring your  
customers  
here, if you  
like.*



*If you have  
a customer  
for a high  
grade  
Cabinet or  
outfit—we  
will help  
you make  
the sale—  
no charge.*

We carry the complete Edison Foreign Catalogue in our usual liberal quantities.

The largest stock of Repair Parts for all types of machines.

Perfect in Manufacture and Material.

New Price List ready—you should have one.

Don't forget our Record Cabinets are the kind that last.

Worth buying if you sell on installments.





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**IMPORTANT.**—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.  
Cable Address: "Elbill," New York.

NEW YORK, DEC. 15, 1906

WITH the present issue, The World rounds out two years of existence—busy years, too, they have been, for this trade newspaper institution and the industry which it represents. Both have grown at a phenomenal rate. And what a marvelous expansion there has been of the talking machine trade the past few years! It has developed from modest beginnings to an industry which contains institutions whose annual sales run well up in the millions, and there are those who believe with The World that the industry is still in an undeveloped state, almost that of infancy; that its future will be more brilliant than its past.

THE progress in talking machine development has been so rapid, that one who does not keep thoroughly posted with its steady onward march will be at once amazed to note its expansion month by month. One well-known member of the trade remarked recently that even a comparative brief absence from the trade prohibited one from keeping in touch with its marvelous development. This is true, and the up-to-date business man, whether manufacturing, jobbing, or retailing, must keep in the closest touch with every branch of the industry in which his interests lie.

WE have received communications that would run into the thousands, almost, from admirers in various parts of the earth congratulating The World upon its admittedly fair policy and the encouragement which it has given to the talking machine industry everywhere. Such kindly words are stimulating. It has been our aim to make each issue of The World better than its predecessor, and to keep thoroughly in touch with the times. In these days when express trains are tearing across the continent at the rate of a mile a minute, when the motor enthusiast is constantly taking his life in his hands in an effort to clip a second or two off the speed records, and when the captains of industry are vie-

ing with each other to see which can get the most done in twenty-four hours, the newspaper, whether devoted to the public, or to a special trade, must needs keep pace with the times. Indeed, among all lines of commercial activity the press may be said to lead in the maximum of accomplishments in a minimum space of time.

WE cannot complete the two years of our existence without expressing our appreciation to our many advertisers and subscribers in all lands for the generous assistance which they have given us, all of which has helped to make this journal a power for good in the talking machine trade. It shall be our aim at the beginning of the new year to make improvements wherever possible in the paper, so that we may wield a greater influence for trade weal than ever before. A trade newspaper has no right to exist unless it is helpful and is an educational force to an industry, and The World has endeavored to live up to its early declaration of principle, and to work fearlessly and independently along lines which must tend towards the broadening of the entire trade.

THE year 1906 has been in every respect a record breaker, and just now the holiday trade is at its height. Jobbers have profited by the experience of a year ago, and during the summer months prepared for an active fall trade by getting in all the stock possible for early fall distribution. As a result fewer sales have been lost by reason of lack of stock. As we view the talking machine field it must be admitted that the industry is in better shape than ever before, and that a most successful year will be closed for all departments of the trade. The great factories have been rushing to their utmost capacity with day and night shifts to take care of the jobbers' orders, and they have been fairly successful in so doing, although at this time of writing, the aggregate of orders which are unfilled would amount to hundreds of thousands of machines. The demand for the medium and high grade machines has been unprecedented, and during this month probably more of the high priced creations will be sold than any previous month since the industry was established.

THERE seems to be no dearth of legal complications in the industry, and it might be expected, too, that in a new trade where there are so many creative minds at work that there would be at once a clashing of interests and ideas. There are a number of important matters which have not been adjusted as yet in the courts, and probably the new year will mark many new cases which must materialize. It is said upon excellent authority that there will be some new talking machine creations which will not infringe upon present day inventions, and that these new factors will rightfully claim a good share of trade attention.

IT would not be surprising to see remarkable changes in the talking machine within the very near future. Many of the inventors have worked along lines in which they have sought to produce results with old theories without encountering legal obstacles which should prevent their manufacture. Some, however, have gone entirely out of the generally accepted theories and have blazed the way along new paths, and from information which is supplied us it would seem that before the new year is well advanced there will be some new factors in the talking machine field which will tend toward

its broadening and its further progress. The reproduction of sound in various forms is attracting the most inventive minds of the country, and it is reasonable to expect that surprising developments will be the result of this application of gray matter to the solution of a problem.

THE industry has developed so rapidly that there is to-day really a dearth of expert salesmen who have an accurate knowledge of the needs of the selling department of the business. It is not every one who can sell talking machines and accessories. To begin with, a man must know something about the machine, its possibilities, in order to interest trade which may be somewhat skeptical and may possess the old-time prejudice against talking machines which dates from former years when crude creations were in vogue. The sale of talking machines must be treated just as carefully as any other branch of trade. Salesrooms must be attractive, and should be in the charge of competent, trained men and, as we have stated before, the industry has expanded so rapidly that it has not produced experts in sufficient quantity to meet the present day demand.

SOME of the music dealers who have taken on talking machines have treated them indifferently—have placed the departments in the hands of men who know nothing about the educational qualities of the machine, or possessed no knowledge of how to exhibit them properly, and as a result many of these departments have not paid. To obtain any measure of success to-day it is necessary to have an objective point in view, and to work energetically and confidently toward it. You cannot accomplish a definite object with a makeshift plan, and no matter what line a man is selling, a great deal depends upon the personal feeling which his customer has for him and for his knowledge of the goods which he offers for sale.

SOME lines of merchandise naturally impose restrictions on the man who sells them. In disposing of certain classes of goods he is deprived of many selling helps and pointers commonly employed by other salesmen. One of the surest tests of the man's ability is to find the greatest number of talking points in proportion to the number of restrictions which his line placed upon it. Another equally sure test is the use he is making of such talking points when he has discovered them. Now the talking machine of to-day possesses many excellent talking points which, if thoroughly understood by a salesman and shown off to excellent advantage, will be sure to impress a customer. To-day there are many talking machine outfits sold at retail from \$100 to \$300, and to successfully close such sales requires the exercising of some ability, therefore a salesman should inject the same enthusiasm into the talking machine business that he would into any other trade where he hopes to win increased remuneration.

BUSINESS to pay to-day must be run along systematic and correct lines, else the merchants will be sure to meet with disappointments. With the good times so general, and so many people who have the money to buy talking machines, there is every reason why the business should continue to expand, but the demand for talking machines will not come unless every one interested does his part fully in creating and accentuating interest in the talking machine.



### RECORDS OF NOTABLE MEN.

Academy of Science in Vienna and Leading Institutions in the Country Doing Splendid Work for Future Generations.

Reference has been made in The Talking Machine World on several occasions to the splendid work which the Academy of Science in Vienna is accomplishing in securing records of notable men and fast dying dialects for the use of posterity. The record office of the Academy has again been enriched with records of five expeditions which supply interesting material for the study of philological science.

Professor Dr. J. Schatz gathered in North Tyrol and Voralberg specimens of German dialects on 41 cylinders. Dr. Poch had taken with him a phonograph of the record office to New Guinea, and had sent back 32 excellent records, which contained the language and music of the natives, especially of the Monumbo tribe. Particularly interesting are the war songs with drum accompaniment, and the drum signals with which the tribes are in communication from village to village. Dr. Felix Exner recorded in India old Sanscrit songs and brought 68 unapproachable records of same. Franz Scheirl, who specialized in Pinzgau dialects, supplied 32 cylinders to the record office.

In addition to these, Field-Marshal Lieutenant Frerherr von und zu Eisenstein placed at the disposal of the record office cylinders made in connection with his trip to South America. These were made with an Edison phonograph. As well as the language and dialect records mentioned above, a quantity of records of the voices of celebrated personalities have been lately acquired. The recording of the voices of famous individuals is being carried on systematically.

The record office expects shortly the return of an expedition from Australia, and this spring a machine and a supply of blanks is being sent to Greenland, where Dr. R. Trebitsch and Dr. von Eissler will make records for the record office.

That the talking machine is also recognized as an instrument of scientific value in this country is demonstrated in the action taken recently by directors of the Smithsonian Institution of Washington, of Harvard University, and of Yale. At the Smithsonian they are making a collection of talking machine records of the various dialects of our Western Indian tribes to reserve them against the time when the Indian tongues shall have disappeared from human speech. The Smithsonian people began this work as far back as the time of the Buffalo Fair, when they had all of the Indians at the fair speak into the machines for records. As an evidence of their appreciation of the fact that they were to go through some important ceremony, the Indians arrayed themselves in full war paint and all their other toggerly, and the wildness of their appearance created a mild panic for a moment in the building where the records were made.

Harvard and Yale are using their collections of these records in connection with the departments of ethnology and philology, the chief feature of the Harvard collection at present being a record of a speech by Emperor William.

### IT PAYS TO "PLUG ALONG."

A Lesson Which Is Worth the Attention of Ambitious Talking Machine Men.

Jim Smith opened a little talking machine store on a small street in Smithville. He had no clerk, did his own buying and selling, kept his own books, delivered the purchases after shutting up time, had the place open early in the morning, kept it neat and clean, and worked like a horse.

A traveling salesman, who had sold him his first bill of goods, came around at the end of six months, and sang out, "Well, Jim, how goes it?"

"Just a-plugging along," said Jim.

The next year Jim had a clerk. He had taken down a partition, and was using a back room for his larger stock of goods. He was only taking

thirty days' time on his goods, instead of ninety. When the breezy salesman blew in and cheerily called out, "How are you doing, old man?" Jim managed to say:

"Just a-plugging along."

Three years later, Mr. Smith had his sign over a larger store on Main street. He had two clerks—a girl to look after the cash and the books, and a boy and wagon for the delivery of goods. He arose as early and worked as hard as ever. Paid cash for his purchases, and took advantage of the discounts. But he was the same quiet, persistent fellow as at first, and the salesman who had sold him the first bill of goods was mighty glad to keep his trade. When he came in he would say, "Well, Smith, how are you to-day?"

And Mr. Smith, without raising his voice, would answer:

"Just plugging along."

Smith to-day owns a big retail and jobbing talking machine store, and sends out his own traveling men. He is rich, respected, and one of the leading men of his place. And when any man says to him, "Smith, old fellow, you have been mighty successful. How in the world did you hit it at your age?" he never raises his voice, but says in the same old tone:

"Just plugging along."

### BIG INCREASE IN BUSINESS.

The Hawthorne & Sheble Manufacturing Co., of Philadelphia, claim their increase in business during the past few months has been simply phenomenal. They attribute these conditions to several causes. First, healthy condition of the talking machine trade; second, prosperity of the entire country; third, the progressive and up-to-date line of talking machine supplies they are manufacturing.

The preferential tariff on talking machine records from England to Australasia is now only 20 per cent. ad valorem, whereas other countries have to pay an impost of 30 per cent.



**THE ACME OF SIMPLICITY AND PERFECTION**  
 TO RETAIL AT \$1.25 FOR EDISON AND COLUMBIA MACHINES  
**THE IDEAL FASTENER CO.** ASK YOUR JOBBER  
 143 LIBERTY STREET  
 NEW YORK CITY



# FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Holiday Trade Inaugurated Under Cheering Auspices—Looks Like the Biggest December Trade Ever Done by Local Jobbers and Dealers—A Progressive Dealer Is Con. Hogan—Victor Talking Machine to be Handled by Hillman—Topham Resigns from Columbia Co.—Will Engage in Business on His Own Account—Cable Organization Being Perfected—Fuhri Takes Charge of Columbia Headquarters—Some Further Changes—Thompson Resigns from Rothschilds—Salter Mfg. Co. Have Big Demand for Cabinets—Abercrombie's Success—Progress of the Chicago Case Co.—Lyon & Healy's Language Department—Wurlitzer Co.'s Holiday Trade—Big Orders for Babson Bros.—Other News.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 10, 1906.

The holiday trade is on with a rush, and from all indications on State street and Wabash avenue, the talking machine is receiving even more than the ordinary amount of attention. All the departments are doing an excellent business, and this promises to be the biggest December the local retailers have done. All the principal concerns are using unusual space in the dailies extolling the merits of the talking and singing machine, as one advertiser aptly puts it, for holiday gifts. The jobbers are having a splendid trade. October was rather below expectations, but the November business was remarkable, and at the present time wire orders are numerous and urgent, indicating a brisk business in the country as well as the large cities. As a rule, there seems to be little trouble in filling record orders promptly, but there is a shortage on some types of machines. Altogether supply conditions seem to be considerably better than last year.

Con. Hogan, of Ashland, Wis., and one of the largest retail dealers of that State, was met at Babson Bros. last week. Mr. Hogan has worked up a large business under unusual difficulties as he is absolutely blind. He is a standing reproach to the discontented as in spite of his affliction he simply radiates good cheer and optimism. He is an enthusiastic reader of The Talking Machine World, by proxy, and keeps thoroughly posted regarding the developments in the talking machine business in the larger future of which he is a strong believer.

The talking machine department of Hillman's, under the management of Mr. Israel, is going to make a strong feature of the Victor in the future.

Virginius Moody, city sales manager for the Talking Machine Co., swung the deal, and secured an initial order of very ample proportions.

Richard Topham has resigned as traveling representative for the Columbia Co., with whom he has been connected for five years, and will engage in business on his own account, selling machines and supplies direct to the dealers. He is now completing his lines, and will shortly open an office and salesroom in the loop district. He expects to have his new device of his own invention for cylinder machines ready for the market early in the year. He ranks among the "old-timers" in the trade, as he first began selling talking machines in 1898. He is by the way the son of James S. Topham, the veteran case maker of Washington, D. C.

C. W. Long, manager of the talking machine department of the Cable Company, is rapidly getting his organization perfected. James R. Milne, who enjoys the reputation of being one of the crackerjack salesmen of the trade, has joined the forces of the talking machine depart-

ment, and is now on a trip through the Northwest. E. O. Zerkle, now with the Robert Johns Co., goes with the same company January 1. J. G. Shepherdson has taken hold of the installment department, and is pushing his end energetically. The offices of the department have been moved to the wholesale quarters on the third floor of 250 Wabash, occupying ample space fronting on Wabash avenue. Here are to be found Mr. Larue, whose especial care is the wholesale department, and Mr. Shepherdson, installments, while Mr. Long has a private office to himself. The company recently advertised in the dailies, offering prizes consisting of Columbia outfits, to school children sending in the largest lists of owners of talking machines, and as a result they have a valuable directory of thousands of record buyers.

Harry Tilt, traveling out of Pittsburg for the Hawthorne-Sheble Manufacturing Co., in the interests of the jobbers of that city, will spend the holidays at his home in this city.

W. C. Fuhri, for the past nine years in charge of the St. Louis office of the Columbia Phonograph Co., arrived in Chicago on November 26 to assume the duties of district superintendent. He has charge of all the territory formerly covered by both the Chicago and St. Louis offices. H. L. Willson, who was promoted from assistant manager to manager of the Chicago office when Mr. Dorian went East, left on the 20th for New York to assume an important position in the executive office. C. F. Baer has been promoted from assistant manager to manager of the Chicago office. November was one of the largest months in point of sales the Chicago office has ever known.

A. S. Thompson, buyer and manager of the talking machine department of Rothschild & Co.,

## PROMPT SHIPMENT

We are exclusive distributors of  
**Edison Phonographs and Records**

Largest Edison stock in the West.  
250,000 records now on hand.  
Orders filled the day received.

## BABSON BROTHERS

G. M. NISBETT, Manager.

304 Wabash Avenue,

CHICAGO, ILL.



has tendered his resignation, effective January 1. Mr. Thompson went with the house and organized the talking machine department eight years ago. He certainly deserves great credit, as he had developed the talking machine department to its present large dimension, while having the entire charge of the toy, sporting goods and camera departments. He was the originator, at least in Chicago, of the dollar-down dollar-a-week plan. He has not yet concluded arrangements for the future, but has several propositions under consideration. His successor at Rothschild's has not yet been appointed.

The Salter Manufacturing Co., this city, are very busy shipping record cabinets, their new styles recently introduced having met with instant favor with the trade. They have so increased their capacity as to enable them to prepare for the holiday rush, and are able to ship promptly from stocks any of the excellent styles of disc and cylinder cabinets in their catalogue.

Frederick Sheppy has returned from a trip to points in Michigan and Canada which resulted in some good orders for Crescent tone regulators.

November proved the heaviest month the Talking Machine Co. has experienced since Manager Geissler took charge a year ago.

C. B. Abercrombie 7106 South Chicago, is a jeweler, who has worked up a remarkable talking machine business. He makes a point of carrying every record in the Edison catalogue. He makes big horns his long suit, and it is said that his sales of 56-inch horns in a retail way would do credit to many a jobber.

G. A. Jenks is a new addition to the retail force at the Columbia's main store at 88 Wabash. He came here from Davenport, Iowa, where he managed the talking machine department for his brother-in-law, R. F. Smallfield, since the inception of the latter's business.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy, returned last week from a trip to the Victor factory, which he found decidedly busy.

R. M. Brown, manager of the Kimball piano

store, 9119 Commercial avenue, South Chicago, has added Edison talking machines.

The Chicago Case Co. have been having a notable business on their extensive line of machine horn and record cases. The many changes made in the cabinets of some models of machine has made it somewhat difficult to carry out their idea of carrying cases in stock for every machine made, but they have managed remarkably well under the circumstances and their enterprise in keeping pace with the times has won them many new friends in the trade.

Kreiling & Co. are experiencing a steadily increasing demand for the "Tiz-it" all metal ball and socket horn connection for cylinder machines. They have recently made a number of shipments to Europe.

The language department at Lyon & Healy's is not experiencing the dullness which one would suppose would be its lot during the holiday season. Manager Lewis is laying stress on the advantage of a holiday gift which is an educator as well as an entertainer. He has placed 350 language outfits since he established the department.

At the Rudolph Wurlitzer Co., both the wholesale and retail talking machine departments were found busily engaged in caring for the holiday trade. The magnificent new store furnishes them with facilities for handling business in marked contrast to those of a year ago. The company have established a phonographic language department. Mr. Mestraud, traveling representative of the language department of the International Correspondence Schools, has been demonstrating the system to visitors at the store for the past two weeks.

Manager George M. Nisbett, of Babson Bros., wholesale, 304 Wabash, was just entering the 119th order received in the day's mails when The World representative called. The firm's jobbing business is exceeding all expectations entertained for it when it was inaugurated a few months ago. They carry an enormous stock of Edison records and are making quick shipment.

Lyon & Healy are sending to the trade a list of 250 records, which their stock book shows to

be the largest sellers. It is referred to as of particular value to beginners making up an order for the first time, and who naturally wish to avoid "dead stock."

### CHICAGO'S AUTOMATIC TRADE.

Skelly Mfg. Co. Replace Victor Novelty Works  
—Boyd-Harrison Co. Build Up Profitable Trade—Moving Picture Machines Profitable Side Line—Chandler Fine Display—Regina Sublima a Big Hit and Big Seller.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,

Chicago, Ill., Dec. 10, 1906.

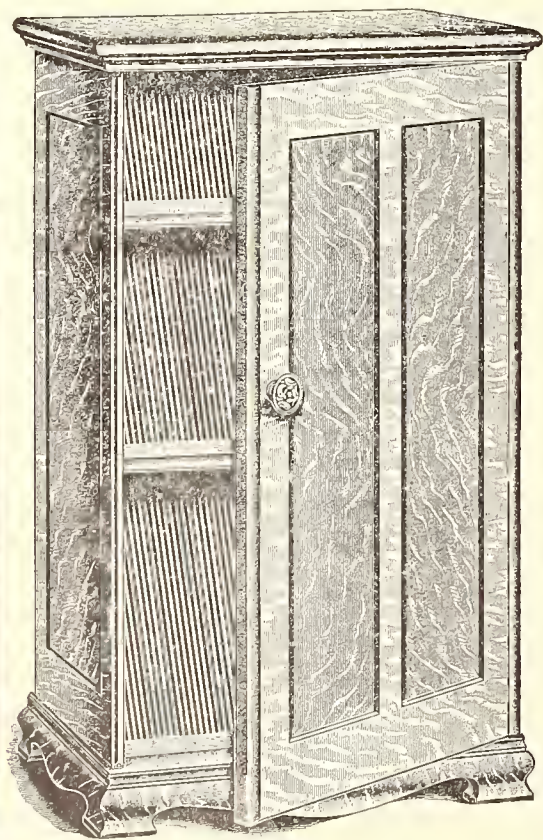
When the Victor Novelty Works, 81 South Jefferson street, incorporated and commenced business a few years ago they made nothing but vending machines. Recently, as the trade is well aware, they have put a high-grade coin controlled talking machine on the market, and they are now conducting this branch of their business under the name of the Skelly Manufacturing Co., in order to avoid any confusion of name with that of the Victor Talking Machine Co. They have given their machine the name of the Concert-o-phone—a decidedly descriptive name, as it is equipped with the Columbia Twentieth Century graphophone reproducer, securing a loud, clear tone, carrying to every corner of the largest room, although the volume of tone can be reduced at will by means of a good tone regulator.

The Boyd-Harrison Co., 6 and 8 Madison street, are having an excellent trade on the Standard and Favorite electric pianos. Not only are they placing a number of machines locally, but they are doing a nice wholesale business with dealers as well.

A number of Western talking machine dealers find moving picture machines a profitable side line. A visiting dealer said: "We frequently received inquiries from parties desiring to give moving picture exhibitions on the road, but hesitated to go into the business, fearing that they were not equipped with the requisite knowledge and facilities to handle it. This is not the

MANUFACTURERS OF

## TALKING MACHINE DISC AND CYLINDER RECORD CABINETS



No. 705

### NEW STYLES JUST OUT

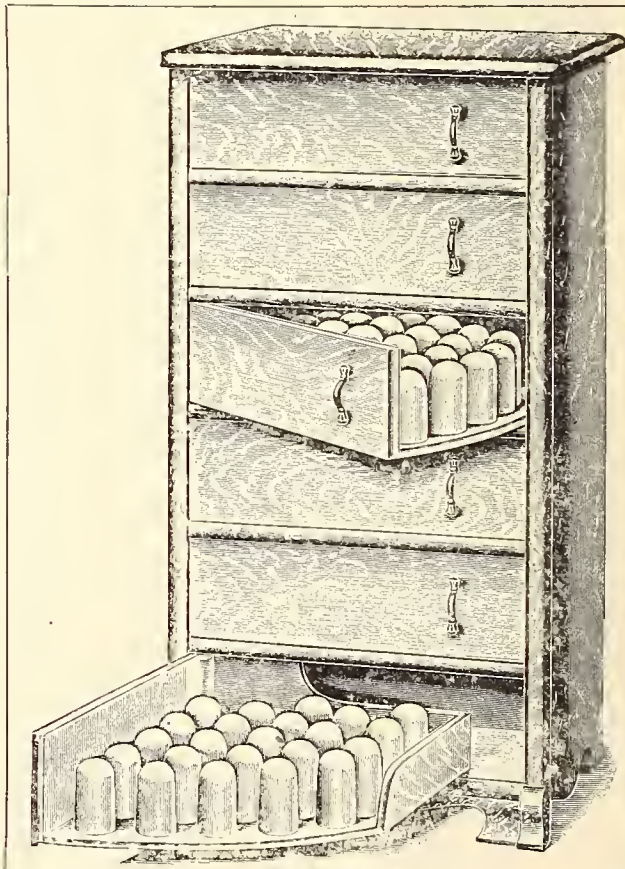
**Artistic and attractive  
in design, finished better  
than any other make  
now offered to the trade.**

**A sample order will  
convince you that our  
goods are the best,  
and our prices are the  
lowest.**

**We do not only solicit  
your trade, but fill all  
orders promptly.**

**New catalogue sent  
free.**

**Write for it NOW.**



No. 710

**SALTER MANUFACTURING COMPANY,**

**102-108 N. Oakley Ave.  
CHICAGO**



Of Interest to

**EVERY DEALER**

in

**TALKING MACHINES**

We are distributors of

**EDISON PHONOGRAPHS**

**RECORDS AND SUPPLIES**

**COLUMBIA DISC AND**

**CYLINDER GRAPHOPHONES**

**RECORDS AND SUPPLIES**

**RECORD CABINETS AND**

**SUPPLIES FOR ALL KINDS**

**OF TALKING MACHINES**

We carry a complete stock and are in a position to make **Prompt Shipments.**

All of our goods are new. No second grade or worn stock is carried in our warerooms.

### Our Monthly Specials.

Every month we have an attractive special offer to make to Dealers.

These offers have created great interest and we want to send our announcements to every dealer.

Is **your** name on our list? If not fill out the coupon and mail it to us.

The December offer will be an exceptionally good one.

SEND THIS COUPON

**THE CABLE COMPANY**  
Chicago

Please send announcement of your December special offer, and put my name on your list.

Name .....

Street and No. ....

City .....

**THE CABLE COMPANY**

*Talking Machine Department*

**CHICAGO**

case, however, as the instructions for operating issued by the manufacturers are very complete. We have sold a dozen outfits in the last six weeks, and find it a very satisfactory line to handle."

A. V. Chandler, city representative for the National Phonograph Co., is exhibiting with a great deal of pride the two latest styles of the Edison slot machines at his office on the sixth floor of 304 Wabash avenue. One, the Eclipse, is a direct current machine, and the other, the Windsor, is run by a battery. They are equipped with improved motors, and are housed in handsome Marx Wagner cabinets.

The Mills Novelty Co. have purchased the Wonderland automatic parlor at 177 West Madison street, from W. W. Freeman, the former proprietor.

J. Blumberg, Western manager for the Regina Co., is having a remarkable demand for the Regina Sublima piano. The smaller styles, Nos. 303 and 304, are making a decided hit with slot machine operators desiring to operate a large number of instruments on account of their lesser size and weight. The automatic Reginaphone (coin-operated talking machine) is another favorite with automatic parlor proprietors on account of the small space occupied and the number of selections at the disposal of the customer.

### HAS THE TALKING MACHINE A FUTURE?

BY C. W. NOYES, CHICAGO.

It is very hard for the general public to conceive the future possibilities of the talking machine business. The business has been considered somewhat of a fad, something that would assume a large proportion to-day and be unheard of to-morrow. From the writer's point of view this is a sad mistake, and the necessity of making a staple business of talking machines is of importance. The business depends, of course, entirely upon the fact that the American public are great lovers of music; therefore the business in itself may be classed as that of a luxury, and the talking machine, in being classed as a luxury, would enter the same field as the automobile or the private yacht or the country home, or we might have said several years ago, the bicycle.

Let us stop to consider for a moment the difference between the bicycle as an entertainer and the talking machine. In order to enjoy a spin on the bicycle it becomes necessary to change one's clothes, oil the wheel, pump the tires and work the pedals; therefore the pleasure of riding was counteracted by a certain amount of exertion. This exertion became tiresome after a while and finally became obnoxious, with the result that the bicycle was left for the junk pile. This is undoubtedly the reason that the bicycle lost its prestige so quickly.

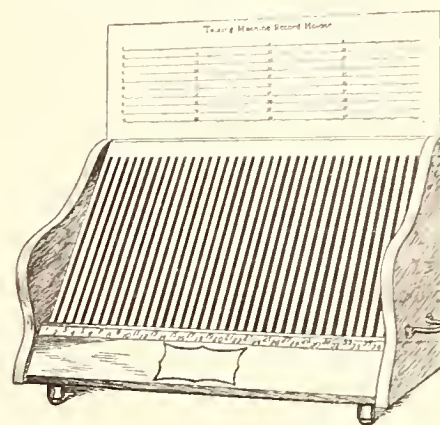
It is an undisputed fact that the American public is continually looking for the greatest pleasure to be had from the least effort. This is brought about by the up-to-date methods of the present generation, whereby the first thing to be considered is the amount of labor necessary to gain the desired end.

The talking machine is an instrument that requires absolutely no effort upon the part of the user. No matter how tired the business man or the housewife may be at the end of the day, no exertion is required to start the talking machine and produce the music that soothes and pleases. For this reason, if for none other, the talking machine is here to stay, and the business is bound to increase as the machine becomes more generally popular.

Pianos have been on the market for the past two hundred years, and more pianos are sold than ever before. Is it not a fact that people desire the greatest amount of pleasure with the least exertion; to prove this statement, consider the number of self-playing pianos that are being sold to-day.

It may be possible that the talking machine will some day be unheard of, but it is the writer's opinion that if such is the case it will be after the time that Gabriel finally blows his trumpet, and who knows but what he may use a talking machine for this purpose.

## X The Handy Counter X RECORD RACK X



Just the thing for  
Holding new  
Monthly Records  
Beautifully Indexed  
List \$3.50

Exhibition Needles  
Our Brand  
Your Imprint on each  
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Write for sample

**Remember**  
**WE WHOLESALE EXCLUSIVELY**  
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Write for our accessory  
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We have some new ideas  
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Not a Machine held back  
For Retail business  
**We do no retail**  
Everything at your dis-  
position  
And, we have placed the  
Largest stock order in the  
History of our business  
We depend on your busi-  
ness only for our living

**Exclusive Victor Distributors.**



105-107-109 Madison Street,  
CHICAGO, ILL.



## SUCCESS OF ARTHUR D. GEISSLER.

Manager of the Talking Machine Co. One of the Bright Young Men of the Trade Who is Quickly Making His Mark.

(Special to The Talking Machine World.)  
World Office, 195 Wabash avenue,

Chicago, Ill., Dec. 8, 1906.

Arthur D. Geissler is certainly a marked illustration of the fact that a college education is not a hindrance but a positive help to a man in business, providing the man is all right. It is little more than four years since Mr. Geissler left his Alma Mater, the Leland Stanford University of California, and entered the talking machine business, yet in that short time he has



ARTHUR D. GEISSLER.

scored a degree of success and reached a position in the trade which would do credit to one boasting much longer business experience.

It was the most natural thing in the world for him to make a choice of vocations as he comes from a talking machine family. His father, L. F. Geissler, now general manager of the Victor Co., was in reality the originator of the talking machine business on the Pacific Coast, while his uncle, Ed. Geissler, is vice-president of the George K. Birkel Co., music dealers, of Los Angeles, one of the largest retail talking machine concerns on the Coast.

Arthur Geissler started his career in the talking machine trade as city wholesale representative of Sherman, Clay & Co.'s talking machine department, and the results of his efforts speak volumes for his hustling ability and also indicate

the scale on which the talking machine business is conducted in the Far West.

He opened up some of the biggest Victor accounts on the Coast, among them such firms as Clark Wise & Co., John Bruener Furniture Co. and Kragens Furniture Co., each of whom placed an initial order for \$5,000 worth of goods as retailers, mind you, not jobbers.

When his father went East in the fall of 1905 to assume the general management of the Victor Co., Mr. Geissler went with him and joined the Victor forces. He visited all the large Eastern distributors with his usual success. Probably his most important work in the East was the installation of the talking machine department of the M. Steinert & Sons Co., of Boston. He conducted the introductory series of concerts at the Boston store, and also aided in installing and developing the departments in the company's 36 branch stores throughout New England.

Mr. Geissler came to Chicago and assumed the management of the old-time jobbing house of the Talking Machine Co. in February of this year. That he has met with success is evidenced by the fact that although, with his coming, all other lines but the Victor were dropped and the large retail business formerly conducted by the company was discontinued, the business this year has shown a notable increase over that of 1905. Mr. Geissler, by the way, is the originator of the custom now pursued by all large distributors of placing all disc records into protective envelopes on their receipt from the factory, and carrying and shipping them to the trade in that manner.

Mr. Geissler was quick to enter into the social and club life of the city of his adoption. He is a member of the Athletic Club and is again displaying the physical prowess which made him a member of the Leland Stanford football and baseball teams, and afterward captain of the All-California football team. He is a member of the club's water polo team, and is its champion plunger for distance.

## COMMERCIAL GRAPHOPHONE GROWTH

Interesting Chat With J. W. Binder Who Says That the Commercial Graphophone Business Is Increasing 33 1-3 Per Cent. a Month.

(Special to The Talking Machine World.)

World Office 195 Wabash avenue,  
Chicago, Ill., Dec. 3, 1906.

"How is the commercial graphophone business?" echoed J. W. Binder, the manager of the Columbia Co.'s, General, commercial department, in answer to The World man's question.

"Well, you can draw your own conclusions when I tell you that the business is increasing at the rate of 33 1-3 per cent. a month. If you can show me any other branch of the talking ma-

chine industry where similar conditions obtain, I would be very glad to have you do so.

"The reason? Well, really, now, modesty forbids me to tell the principal reason; but one of the real and most potent reasons lies in the fact that the business world is feeling the need of a machine to expedite and facilitate the recording of thought. This the commercial graphophone in its present perfected form certainly does. Hence we do business. It's just like the case of the man from Arkansas who has an aversion to doctors, and believed that the best panacea for all physical ills was a drink of whisky. One day he had the misfortune to break his leg, and he straightway had recourse to his sovereign remedy. When he sobered up two days later his leg was still broken, and he sent for a doctor who helped him out. Perhaps the simile is not exactly true, because the limb of the business world is not broken with work, but it is certainly badly 'bent,' as Bert Williams would say. We supply the remedy, hence they are beginning to 'send' for us. See?"

"What am I doing in Chicago?"

"Well, now, old man, I am intensely interested in Psychic phenomena with special reference to the abstraction of the oversoul, but still, you may infer that my visit has to do with the extension of the use of the commercial graphophone. Then, I have many old and dear friends here, whom it is a pleasure to visit in spite of the fact that some of them are parsons and others perfect Fuhris."

## THE YOUNG MEN'S OPPORTUNITY.

BY C. W. LONG, CHICAGO.

[It is a well known fact that notwithstanding the wonderful development of the talking machine industry, the supply of thoroughly posted competent men in all branches of the business is less than the demand. C. W. Long, who recently assumed charge of the talking machine department of the Cable Company, Chicago, has something to say on the subject which will no doubt be read with the keenest interest by all ambitious young men.]

"There are many games of interest to those who participate in them and to their friends that command universal attention. Yesterday it was baseball, to-day it is football, to-morrow it will be something else. But the greatest game of them all, and one that we play year in and year out, is business. On some sides we hear grumbling that opportunities for the advancement of young men are not so great as they were fifty years ago, but if that same young man would stop long enough to survey the field he would find that there is room on the firing line for more successes in proportion to the increased population than his grandfather ever had. The

# DO YOU KNOW YOU CAN SELL A TALKING MACHINE MUCH EASIER IF EQUIPPED WITH A Crescent Tone Regulator?



It perfectly regulates the volume of sound and does not wear the record or injure the delicate vibrating portions of the sound-box.  
The volume of sound can be regulated without stopping the machine and changing the needle.  
The Crescent is exceedingly simple in construction and can be attached in one minute.  
Made in two styles:

- No. 1. for Victor and Zonophone Disc Machines.
- No. 2. for Edison and Columbia Cylinder Machines.

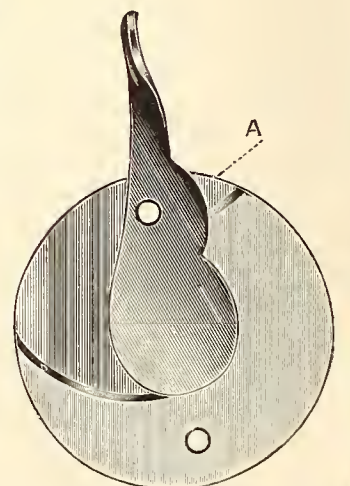
RETAIL PRICE \$1.00

Send for Sample and Discounts

We are the Exclusive Licensees for the manufacture of these goods and will protect our customers in the sale of same.

**CRESCENT TALKING MACHINE CO.**

3749 COTTAGE GROVE AVENUE - - - CHICAGO, ILL.





growth of various industries within the last few years has been marvelous. None of them have made this growth without an increase of talented working forces. On every side you see striking examples of young men holding important stations in this great game of business simply because they have entered into the game with a proper spirit.

"There is no more striking example of opportunities than that displayed in the talking machine business. Only six or seven years back talking machines were a fad to some, a marvel to others and an interesting toy to many. It was predicted that the life of talking machines would be short. Two or three years ago we were told that the industry was gradually dying, yet to-day it is ten times greater than it ever was and I assuredly believe it is still in its infancy. The prediction that every home in the United States will sooner or later contain a talking machine is to be an absolutely assured fact. The rapid strides made in perfecting the product have now placed it on a par with all the high-class musical instruments. It fills its pacific place at the fireside, as it interests every member of the family. It is possible to arrange a concert at home now of the world's greatest artists: Tamango, Caruso, Patti, Melba and many others too numerous to mention. A concert, that if arranged with the living artists themselves, it would be impossible to find an auditorium large enough to accommodate the crowds that would gather to hear them. Aside from its use in this field, there are a thousand and one other ways: it is being used to teach music, to teach languages, for the preservation of historical events and voices of celebrities. One cannot peruse the pages of The Talking



C. W. LONG.

Machine World from month to month without finding almost in every issue a new use or purpose to which it is placed. It is easy to see that each new avenue of usefulness found for the talking machine means an increased demand for men to develop the business.

"Not only has the growth been so great as to absolutely overtax the manufacturers, but it is

impossible to get sufficient employees in the various branches to properly conduct the business. I know of no field to-day that offers rapid advancement and inducements for capable young men equal to this one."

### FIFTEEN YEARS OF PROGRESS.

The Splendid Work of the International Correspondence Schools Emphasized at the 15th Anniversary of This Institution.

The International Correspondence Schools at Scranton, Pa., well known in the talking machine trade through their system of teaching foreign languages by means of the phonograph, celebrated their fifteenth anniversary recently, and the important position which this institution has won was recognized by the leading men present as well as by the interesting speeches delivered on this occasion. Governor Pennypacker, of Pennsylvania, was present, as well as Charles Emery Smith, formerly Postmaster General and now editor of the Philadelphia Press. These, however, were only two of a small army of notabilities in attendance, representing practically every line of effort in the industrial, educational and commercial worlds.

In the fifteen years that have elapsed since President Foster established the correspondence instruction system this institution has brought light, happiness and advancement to more than a quarter of a million of ambitious Americans who now occupy positions of trust throughout the country. This does not include several hundred thousands of others who have advanced their positions by means of the language courses, thus fitting for honorable and lucrative employment many who would have remained in the "rut" were it not for this university extension scheme, for such it may be termed.

The value of the work of the International Correspondence Schools is well measured by the fact that its graduates in civil, mining and electrical engineering, as architects, as mine managers, as chemists, more than hold their own with the graduates of the best technical schools.

At the celebration of the fifteenth anniversary there were over one thousand guests, and at the grand banquet eight hundred covers were laid at the Armory. Among those present were: Dr. Homer Greene, who acted as toastmaster; and among the more notable speakers were Bishop Hoban, Bishop Talbot, John Mitchell, Elbert Hubbard, General O. F. Williams, Colonel H. L. Scott, Lieutenant Commander H. B. Wilson, ex-Congressman Connell, Congressman Dale, Judge Edwards and President Foster.

The address of President Foster at the exercises was most illuminating and convincing. It showed the great possibilities of education by correspondence as well as the splendid work accomplished by the International Correspondence Schools. Mr. Foster's system has brought the university to the student, without removing the home influence so necessary to the upbuilding of character.

### UNIQUE CHRISTMAS GIFT.

A unique Christmas gift was bestowed upon a young man in business in the Philippines. The family purchased a talking machine, all talked into it themselves and induced everyone to do so in whom the young man had an interest, as well as many who were connected with his university. College and class songs were sung for it, jokes repeated and familiar sayings given a new lease of life; nothing was forgotten to make it the embodiment of home to the wayfarer in a far land, to whom it was dispatched that it might reach him at his solitary Christmas time.

The business of the Home Talking Machine Co., Dayton, Ohio, has been purchased by E. R. Austin, and in future will be conducted under the name of the E. R. Austin Music Co. The company have put in a line of pianos and removed to larger quarters at the corner of Fourth and Jefferson streets.

## See That Ball?

### The New ALL-METAL-BALL-AND-SOCKET-SWIVEL-JOINT Horn Connection



Increases tone volume and quality. Stops blasting. Also makes better home-made records. Soft rubber connection deadens the sound. "TIZ-IT" makes it louder and clearer. It consists of ball and socket. Ball swivels freely in all directions. Made of brass, nickel-plated and polished. For Edison Phonograph and Columbia Graphophone.

Retails at 50 cents. Regular discount to dealers.

### KREILING & COMPANY

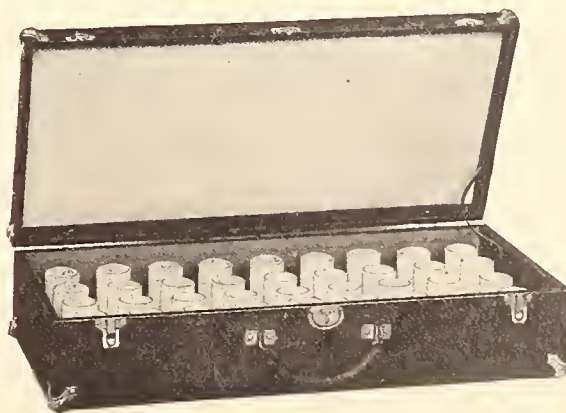
Inventors and Sole Manufacturers  
855 North 40th Avenue - - CHICAGO

## Record and Machine Cases

We manufacture a full line of cases for Cylinder and Disc Records, Machine Cases and Horn Cases. Carrying goods in stock, we can make prompt shipment. Our quality is the best, and prices right. Ask for our catalogue.

### CHICAGO CASE MFG. CO.

142 and 144 W. Washington Street, Chicago, Ill.





# **BEKA RECORD**

## **THE BEST and CHEAPEST DISC**

### **IN THE WORLD**

*The largest and most Comprehensive Repertoire which has  
ever been compiled, in*

**GERMAN**  
**ENGLISH**  
**FRENCH**  
**ITALIAN**  
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**RUSSIAN**  
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**CANTONESE**

**ARABIAN**  
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**HINDUSTANEE:**  
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**HINDI**  
**TARSI**

**TAMIL**  
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**INTERNATIONAL CATALOGUE      (224 Pages)      GRATIS**

*(See description in pages 23 and 24 this issue)*

**UP-TO-DATE ADVERTISING**

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**SOLE AGENT FOR GREAT BRITAIN AND COLONIES**

**O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.**



# FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

## REVIEW OF TRADE IN ENGLAND.

**Business of Unusual Magnitude Reported—C. H. Miller Honored by Associates—Infringement Litigation—Some Recent Catalogues—American Songs Abroad—New Machine at Barnett-Samuels—Interesting Letter from the Wilds of Africa—Busy Times With National Phonograph Co.—Fonotipia Co. Honored by Queen of Italy—Interesting Chat on Price Cutting—Marconi in the Public Eye—The New Columbia Building a Magnificent Structure—The News of the Month in Detail.**

(Special to The Talking Machine World.)

World Office, 69 Basinghall street,  
London, E. C., Dec. 5, 1906.

At this time of the year the spirit of friendship is much in evidence, and it is meet that we should wish each other all happiness, a jolly Christmas and prosperity during the coming new year. I am no exception to the rule, and would therefore, before proceeding further, like to wish all who read these lines the usual hearty greetings, associated with this our festive season. My thoughts would stray on, but I had better chain them down to stern business in case I should forget to note that Brown has just borrowed a few shillings, probably in order to pay a deposit on the life of an innocent bird he fancied for his Christmas dinner. But enough of such harrowing details of humanity. I would tell you of the wonderful strides the talking machine industry has made in the United Kingdom. Of course you would say "good business is only to be expected at this time of the year." Just so; but when I say the volume of trade is now more than treble that of even this time last season, you will gather therefrom some idea of the vast progress we have made in public favor during so short a time. In London the aggregate sales are astonishing, and still more so in the provinces. It is easily seen that the general public appreciate more fully the musical capabilities of the talking machine, and this condition has been brought about not a little through the educating influence of the forceful and attractive advertising put out in the daily newspapers by some of our most prominent concerns. Everywhere one may go, to manufacturers, factors and dealers, with all the prevailing state of trade is of unusual magnitude. There is one thing,

however, that somewhat mars this splendid outlook, and that I should mention it, is but in the interest of the parties most concerned. I refer to the continued indifference of the majority of dealers to adopt for themselves pushful and original methods of attracting custom. Taking individual retailers one finds they do a fair business jogging along in a stick-in-the-mud groove, but at this time especially were they to make more endeavor to seek instead of waiting for custom, I am confident the result would surprise more than a few. Although more cylinder records are sold than flat, from all reports and observation, the latter is gaining influence so fast, that they will soon run ahead of the cylinder trade, having regard also to the fact that disc machines are much more in demand than hitherto.

### Pallas Co. Registered.

The Pallas Co. was recently registered with a capital of £1,000 in £1 shares to carry on the business of manufacturers of phonographs, etc. There was no initial public issue, and no articles of association. Registered office is at 10 Ironmonger lane, London. The manager stated in a recent interview that they are engaged in perfecting a few details of their machine, which will be ready shortly.

### "Here's a State of Things."

The state of trade may be gathered from a little incident that occurred when last I called upon the American Talking Machine Co. There was a rush of air and Mr. Nottingham was upon me. Gasping out that he was too busy to stop for the usual chat, he vanished, leaving me to ponder over the consequences of large bank balances.

### C. H. Miller Leaves for the States.

C. H. Miller, of the Columbia Phonograph Co., said farewell to his associates and sailed for America November 10. Mr. Miller is going to the dry climate of the far Southwestern States of America to live an open-air life for six months, as he found the climate of London was undermining his health. Five years ago he entered the employ of the Columbia Co. in their London establishment, and by his talent and industry quickly made his way to a position of trust and responsibility. When the retail branch in the West End was opened up he was placed in charge, and under his capable management it showed constantly increasing sales. He was

largely instrumental in securing the order from Sir Tollemache-Sinclair for the graphophones and records for over 300 British hospitals and asylums, and arranged all the details of the presentation of the outfits to the institutions. Although resident in London for six or seven years, Mr. Miller was one of the few Americans who had never crossed the Atlantic, having arrived in England via the Pacific, Australia and the Suez Canal. When he reaches Chicago for his Christmas turkey he will have circumnavigated the globe. As a souvenir of his long association with them, his fellow employes presented Mr. Miller with a handsome solid leather kit bag, with every traveling requisite. Marion Dorian, assistant general manager, made the presentation in a graceful speech, to which Mr. Miller modestly replied, after which there were farewells and best wishes from all for his complete restoration to health.

### David Bruce & Co. Bring Suit.

On the 27th of October last a writ was issued in the Chancery Division of His Majesty's High Court of Justice by David Bruce & Co., Ltd., the assignees of Gardner's patent, against the "Gramophone & Typewriter, Ltd.," to restrain them, the defendants in the action, from infringing Gardner's patent and for damages for infringement of such patent. The patent referred to covers the application of screw attachment to the diaphragm of sound boxes for the purpose of regulating sound waves.

### A Circular from Edison Bell Co.

The Edison Bell Co. have sent the following letter to their factors: "Dear Sirs—We are not satisfied with the amount of business done in our British-made phonographs, and are determined that the public must be reached more effectually than heretofore. With this object we intend to adopt other than the present selling methods. As this measure is considered imperative and is not directed against the interests of our factors, we give them the opportunity of returning all E. B. Gems they may wish to return out of their stocks within seven days of this date, and we will allow the full price charged, and defray the cost of carriage back to us. Will you please advise us if you have any Gems to return, and oblige, etc. (Signed) J. Hough, manager." In this connection the Edison Bell Co. have written me as follows: "With regard to our machines,

# THE BEST IN THE WORLD HOWELL BROS. SOUND BOX

Adapted for Victor Taper Arm and also Direct Horn Machines

Dealer's Price \$1.50

You can afford to pay duty on this and then have a better line than any in the States.

Europe, Asia, Africa and Australia have expressed their satisfaction with our Sound Box and now we want to supply the rest of the World

**HOWELL BROS., St. John St., CLERKENWELL, LONDON**





**PATHE FRÈRES—LONDON**  
**PATHE FRÈRES—LONDON**

# **PATHE'S DISC**



ONCE YOU HAVE HEARD  
**PATHE'S DISC** YOU WILL  
 NEVER BUY OTHERS.

**PATHE'S DISCS** ARE PLAYED  
 WITHOUT A NEEDLE, HENCE THEIR  
 GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES  
 FOR DISCS IS PAST WE GIVE YOU THE  
 GREATEST STAR ARTISTES AT ONE  
 UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE  
**PATHE DISC** IS OBTAINED BY  
 USING A SAPHIRE POINT, THERE  
 IS NO CHANGING THE NEEDLE,  
 GIVES THE NATURAL VOICE.

**PATHE'S RÉPERTOIRE**  
 CONTAINS OVER 20.000  
 SELECTIONS DRAWN FROM  
 ALL PARTS OF THE WORLD.

# **PATHE'S PHONOS**

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)  
 LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

**PATHE FRÈRES—LONDON**  
**PATHE FRÈRES—LONDON**





THE  
"KNOCK DOWN"  
SEARCHLIGHT  
HORN

Style—Red Gold Striped "Knock Down."  
For all cylinder and disc machines

FOR DESCRIPTION SEE OTHER SIDE



# THE "KNOCK DOWN" SEARCHLIGHT HORN

A LARGE HORN IN A SMALL BOX

The "Knock Down" is the regular Searchlight Horn,  
so constructed, as to be easily taken apart.

Size 21 x 29 for Cylinder Machines  
Size 21 x 22 for Disc Machines

Finished in red and blue  
Plain or decorated

The manufacturers warrant it to be the strongest  
and only acoustically perfect horn  
in the world.

The Jobbers and Dealers in these horns are protected by United States letters patent.

## REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers

Send to your Jobber for Samples

MANUFACTURED BY THE  
SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue

Borough of Brooklyn, New York

### Distributed by

CONROY PIANO CO.,	- - - - -	St. Louis, Mo.
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E. F. DROOP & SONS CO.,	- - - - -	{ Washington, D. C. Baltimore, Md.
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## FROM OUR LONDON HEADQUARTERS—(Continued).

we are making a special appeal direct to the trade, and have every belief that the change in our policy will be productive of a very considerable increased trade in the phonographs made by this company. We are having a very large demand for our new extra-long records, a demand to such an extent that it was entirely unexpected. The first parcel of 12 titles had a wonderful run upon them, and we are even now a large number of orders in arrear. We have just got out another parcel of 24, composed of very popular titles, including Christmas records, which, no doubt, will bring a lot of orders from all over the country.

**Decision Not Yet Announced.**

No judicial decision has yet been given in respect to the recent action between the National Phonograph Co. and the Edison Bell Consolidated Phonograph Co., Ltd., reported in our last issue, in which the Judge refrained from giving a decision at the time.

**Lyonaphone Co.'s New Catalogue.**

The Lyonaphone Talking Machine Co. have just issued a neat little catalogue of the Zonophone and Sterling Hebrew records. The list is tabulated in a manner easy for reference, and is a most useful adjunct to any dealer's business. Mention should be made of this firm's sound box. It is their own make, and they claim it to be one of the best upon the market. Styled the Lyonaphone Opera Sound Box, it is worthy of its name, as a recent test proved beyond a doubt. In tonal qualities it is all they claim for it, and dealers should write to Messrs. A. Lyou & Co., 75 City road, London, for further information.

**Williams & Walker's Songs in England.**

Who is it that does not remember "In Dahomey"? In London and the province the theatrical company of American negro comedians who presented that musical oddity met with unqualified success. The names of their principals, Williams and Walker, were familiar to all ac-

quainted with the entertainment world, and every small boy on the street was whistling "I'm a Jonah Man," one of the hits of the piece. Both these comedians are under exclusive contract with the Columbia Phonograph Co. to make Columbia cylinder and disc records. In the Columbia December supplement the song, "Nobody," is announced, sung by Bert Williams, with orchestra accompaniment, No. 33,011 in Symphonic and No. 3,423 in 10-inch disc. "Nobody" is a song from Williams and Walker's new production, "In Abyssinia." The humor is quaint, and Williams' style in rendering the song is absolutely inimitable.

**Some Musical Robbers.**

The premises of the Singaphone Co. (Ltd.), of High Holborn, were recently broken into, but no material loss seems to have resulted therefrom. The affair created unusual interest as the prisoners had apparently been indulging their musical taste by playing over a few records.

**Barnett Samuel's Best Sellers.**

"Its the machine of the season," said Messrs. Barnett Samuels, when I called upon them. This remark was made with reference to the Excelsior phonograph which that well-known firm are now making a special feature of—made in an extra solid oak case and driven by gearing the feed screw, the motor is nearly silent while running, so that perfect regulation and even running is assured. This machine retails at 32s. 6d., and strongly appeals to dealers, owing to the large margin of profit which it allows. It has already met with a phenomenal sale, which is most gratifying to Messrs. Barnett Samuels. Another feature about this special line is that it runs two records at a wind, and can be rewound while running. The Edison Gem is also a splendid seller, owing to its reliability and attractive appearance, not to mention its popular price. The "Gem" is received well, not only by dealers (who find the sale most profitable), but by the public, who seem to have taken a particular liking to it.

Another popular line is the cylinder La Belle machine, which has a feed screw and retails at the low figure of 1 guinea. The firm claim this line to be one of the most reliable machines of its kind on the market. Messrs. Barnett Samuels are sole agents for the Dulcephone—made in three sizes, and retails from 32s. 6d. up to 6 guineas.

Their new catalogue is well gotten up, and is profusely illustrated with all kinds of machines and accessories, etc., suitable for disc and cylinder machines. One item which merits a few remarks is a specially fine needle, which is exclusively made in England for this company. They are packed up in artistic metal boxes, containing 200 in each. Messrs. Barnett Samuels are sending post free a sample box to any dealer that cares to test them. The price of same is such that will allow a good profit.

**Arranging Christmas Windows.**

Enterprising dealers may now be seen busily engaged in arranging their Christmas window show. Many original dressings are to be observed in London districts, and much public attention—and certainly "trade"—is thereby secured.

**The Graphophone in Africa.**

A most interesting letter has recently been received from the wilds of Africa by the Columbia Phonograph Co. The writer, Mr. Pontell-Weatherly, F.R.G.S., well known as explorer and big game hunter, has some good things to say about the graphophone which invariably accompanies him on his journeyings. After describing the sensation it created on board ship on the voyage out, he goes on to speak of its reception during his progress through Africa: "At Biera it was played nightly for a week at the earnest request of the townspeople. At Tete it was kept going morning, noon and night for the month I was there. The Europeans at the Nirsate Gold Mines, five days north from here, have written over and over again, 'Do come up and bring your graphophone.' As to the natives about here

# HAVE THE BEST, DEALERS!

STOCK "WHITE" RECORDS AND INCREASE YOUR SALES  
AND AT THE SAME TIME SATISFY YOUR CUSTOMERS

REMEMBER THE FOUR CARDINAL POINTS OF THE "WHITE" RECORD ARE:  
SOUND WELL, WEAR WELL, LOOK WELL, SELL WELL

Retail <b>1/-</b> Price	<b>"WHITE" RECORDS</b>	Retail <b>1/-</b> Price
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*We Call Special Attention to the Great Improvement in November Records*

## COLONIAL DEALERS

SHOULD BEAR IN MIND THAT IN PURCHASING "WHITE"  
RECORDS THEY BENEFIT BY THE PREFERENTIAL TARIFF

*Write us for Full Particulars and List of Factors*

**The General Phonograph Company**  
Limited

26 EUSTON BUILDINGS, EUSTON ROAD, LONDON, N. W., ENGLAND



## FROM OUR LONDON HEADQUARTERS—Continued.

—they crowd in from all parts on the chance of hearing it—it is called the Wo bi—their nearest approach to Woah, Bill!—a song they all love. It does me good to hear the black crowds, all eyes and teeth, roaring with laughter when they get over their first shock and fright at hearing a human voice issuing from a box. All the way up the Zambesi from Chinde to Tete and 150 miles northwest of Tete, to where I am now, near the Suangwa, it has drawn crowds, and been instrumental in helping me very materially to recruit carriers."

**The "Perfecta" Means Perfect.**

"The sale is enormous, and the price is small, so it is well understood why and wherefore they go," so said Messrs. Laudel Phillips, who have the sole agency, and they claim that this human phonograph has caused a complete revolution in the talking machine industry, and that at a distance of some yards you can actually hear the artists taking breath, so perfect is the "Perfecta" in action.

**Tremendous Sales of Beka Records.**

In a talk with Mr. Ruhl, sole British agent for the Beka record, I elicited the fact that such huge sales had never been known before. We are sending them out at the extraordinary speed of thousands per week," said Mr. Ruhl, "and if this unprecedented demand on our resources proves to be continuous we shall be absolutely compelled to arrange for more commodious premises. The entirely unsolicited testimonials that we are constantly receiving is convincing us more and more of the reputation these records are making for themselves. Moreover, their reception has amply recompensed us for the time and trouble that we have taken in placing thoroughly good selections on the market. Messrs. Carl Lindstrom's talking machines are generally recognized as thoroughly sound and reliable productions, so much so, that Mr. Ruhl says sales are enormous and their popularity is evident."

**Murdock & Co.'s New Disc Record.**

Messrs. Murdock & Co., the well-known factors of Farrington road, are just now experiencing a very busy time. In the course of a chat, Mr. Fulton said that the demand for records is unprecedented in the history of the firm. Particular mention should be made of the new disc record, the "Favorite," of which Murdock & Co. have recently taken up the sale. Mr. Fulton reports the "Favorite" as being a favorite all-round, and the Zonophone and Beka also. There is a huge call for both, and the great and only difficulty is the inability of the manufacturers

to keep ahead of the demand. "Generally speaking, disc records are becoming more and more popular," said Mr. Fulton. "Our present sales are quadruple those of last season, and by next year we shall no doubt require to double our space for stock." The "Tournaphone" marketed by Messrs. Murdock, is a really good machine, and is finding much favor with the public. Judging from the present satisfactory state of business, my informant was of opinion that this Christmas will turn out the best ever felt in the talking machine industry.

**Manufacturers Experience Busy Times.**

Manufacturers everywhere seem to be having a very nice time of it. They cannot turn the goods out fast enough, orders being overdue in dispatching, and in consequence the telephone bell, messengers and stenographers are in constant demand. This hustling spirit seemed to pervade the air and suggest good news to come, as I crossed the threshold of Messrs. Pathé Frère's premises. L. H. Courant had many good things to tell me of, most particularly respecting their new disc record and machine. He spoke: "The splendid reception accorded to our new goods is most gratifying to all, and will encourage us in our desire to obtain and increase our list of first-class artists. We already include in our repertoire a large number of selections from most of the best operatic singers, which records we sell at the exceptional price of 3s. Our whole list contains over 20,000 different selections, and we are adding to this as fast as necessary, having regard to quality and popular taste. We are working at high pressure on the Christmas records, and other orders keep us going without cessation, but, thanks to our huge factory capacity, we are confident of fulfilling all demands."

**Prominent Advertisers in General Press.**

Among prominent advertisers in the general press, it may be noted that the "Columbia" and "National" companies are the most persistent, which fact is of itself sufficient proof that the old proverb "a penny saved is a penny earned" is not true in advertising; it is "a penny well spent that earns others." The advertisements are well written, and the striking display speaks of an experienced publicity man behind the scenes. It is this sort of advertising that will do more to introduce and popularize the talking machine among the masses than all other forms of publicity. Only the best media are chosen, and thus the best results follow. Much credit is due to the advertising managers of both firms, i. e., James Van Allen Shields, of the Columbia, and

C. E. Maryon, of the National, who are responsible for this excellent work.

**United States Tariff Deplored.**

Mr. Sterling, of the Russell Hunting Co., seriously deplores the prohibitive tariff in the States, and says that if America would only be good enough to adopt the preferential system he would at once open a new department to deal with the numerous orders, that would most accurately be the outcome of the large quantity of American inquiries, that the company are so continuously receiving.

Mr. Sterling estimates that out of over 150,000 records turned out each week by his firm, every single one is sold—each order that comes in is for seldom less than 500 of a series, and taking the Alexandra Prince concertina record alone, about 4,000 are sold weekly—hundreds of American inquiries are made for this concertina record, which only proves the popularity of same, and makes one wish that there were a few more such records on the market. Another big seller is the Scott Skinner records, which consist of over 200 violin solos. This Scotch artist has made a reputation for himself, not merely as an executant, but as a composer, and the 200 different violin solos are all his own compositions.

The Russell Hunting Co. have a fine selection for the Christmas trade. Carols, marches and minstrel records, to any amount, so that, however great the rush is, every one will be pretty sure to obtain whatever they want. Every department is working overtime, orders are coming in by every post, and this Christmas is expected to eclipse all others, as far as trade is concerned for the above company.

**General Phonograph Co. Prosperity.**

"We are doing splendid business," said Mr. Latham, of the General Phonograph Co. The "White" record is a fine seller, and what is more gratifying still, they give the utmost satisfaction to all concerned. Both dealers and public alike appreciate the recent tonal improvement adopted, and we are constantly receiving letters of satisfaction, some even asserting that it is undoubtedly the finest shilling record on the market. Asked as to the general condition of business, Mr. Latham pointed to a rack containing 200,000 records, and said that if they liked they could send them all out to-morrow night, and still be full up with orders. It is owing to this heavy demand for ordinary stuff that the General Phonograph Co. are not issuing a large Christmas supplement, but in their November

## The Russell Hunting Record Co., Limited

### MANUFACTURERS OF THE "STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS  
IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the "Michael Casey" Series.  
WE GUARANTEE EVERY RECORD TO BE PERFECT.

### "STERLING"

GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

## THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England

### Electro-Mechanical Engineering Works

211 HACKNEY ROAD, LONDON

EXPERTS FOR RECORDING, DISCS & CYLINDERS  
DUPLICATING and MOULDING

Try our London Popular Record

### PHILIP NEALE,

PHONO. EXPERT,

5 Chalk Farm Rd. LONDON, N. W.

Talking Machines of every description repaired.  
Special terms to the trade. City address and price  
list on receipt of postal. No job too small—no job  
too large.

### Have You a London Representative?

If your goods are not represented in this market, they should be, as there is a good opening for smart American Talking Machine Accessories or Novelties. Communicate with Box 100, Talking Machine World, office, 69 Basinghall Street, London, England.

### LATEST NOVELTIES

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small Phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled.

Factors should write for sample and wholesale prices, to

G. W. CORDOCK & CO.

High Street, Scunthorpe, Lincs., England.





## FROM OUR LONDON HEADQUARTERS—(Continued.)

issue some grand selections will be found, such as "We Parted on the Shore," by Harry Lauder, and "Wire In, My Lads," by Arthur Guilbert. These and a dozen others are going well.

Mr. Latham informs me that the firm are working day and night, the orders are increasing all the time, and all the energies of the firm are required to cope with the rush.

**Gramophonitis.**

E. B. C. unfortunately has neighbors who own a cheap machine. As a result, E. B. C. is sad, for he relieves himself of the following pathetic lines in the column of our contemporary, *The Daily Chronicle*:

What's wearing me to skin and bone?  
My neighbor's grinding gramophone.  
Why do I hold my head and groan?  
I'm tortured by that gramophone.  
The whirring noise, the dreary drone,  
The terrible, ear-splitting tone,  
The screeching of that gramophone.  
What is the crime I can't condone?  
The starting of that gramophone.  
What ails your Darby, Dearest Joan?  
An "itis" after gramophone.  
When I am dead, write on the stone:  
"Gone where there is no gramophone,"  
For him no penance shall atone,  
The wretch who works that gramophone.

**National Phonograph Co. News.**

The National Phonograph Co. also report business as exceptionally strong. This pleasant condition is attributed partly to the systematic advertising campaign which they have instituted in the best class daily and weekly publications. The Edison Phonograph monthly (the national company house organ) has met with much favor among dealers who appreciate suggestions and hints helpful to their business.

In a chat with C. E. Maryon, who formerly worked in the States with Mr. Edison, and now controls the advertising department of the National Phonograph Co., I was told that this year's business had completely eclipsed that of last year, and although a few pessimists had remarked that the talking machine industry was on the wane, he (Mr. Maryon) felt confident that no business offered more possibilities and possessed brighter prospects.

A most enticing list of records for the new year has been compiled, comprising some very gay tunes, to the number of ten, and good results are anticipated. A comic song sung by a new artist, Fred Owen, is expected to create a great sale, owing to the pretty and easy melody, combined with the refined and amusing words, not to mention that this is the first record Fred Owen has made for the Edison Co. Records have also been made by Miss Florrie Lord, Victoria Monks, Peter Dawson and many others, so that whatever the musical taste may be the National

Phonograph Co., as their new list will show, have thought of all.

**The Sterling Recorder.**

The "Sterling Recorder" is the title of a neat house organ issued by the Russell Hunting Record Co., who, in their introduction, or, as they say, "The reason for it," is all-sufficient. With four distinct lines of records—Sterling, Odeon, Fonotipia and Linguaphone—the ordinary channels of communication between the company and their huge army of dealers, was too limited, hence the "Sterling Recorder." It is well printed, and the contents, apart from the news devoted to the company's products, comprise many interesting features and good advice to dealers. Any dealer handling the goods of the Russell Hunting Co. can receive a copy each month on application to the company at 81 City road, London.

**Using Commercial Talking Machines.**

The Clement Talbot Motor Co., one of the best known motor houses in the world, and the British-American Tobacco Co., one of the principal firms in the tobacco trade, are among the latest firms who have adopted the "Columbia" office graphophone for handling their correspondence.

**Royal Appointment to Queen Margherita.**

The Fonotipia Co. have just had the honor of receiving the royal appointment to H. M. the Dowager Queen Margherita of Savoy, and have been granted the right to use the royal coat of arms. The high honor bestowed upon the Fonotipia Co. is but evidence of the general excellence of their goods, and needless to say, such a signal mark of favor has caused much satisfaction and is highly appreciated by the directors.

**Will Take Back Old Records.**

Messrs. Sterling & Hunting announce that they are prepared to take back old, worn-out or broken "Odeon" and "Fonotipia" records at the following liberal scale of allowance:

"Odeon" standard size, 10d. each; "Odeon" concert size, 1s. 8d. each; "Odeon" opera size (12 inch), 2s. 10d. each; "Odeon" grand opera (13¾ size), 3s. 4d. each; "Fonotipia" 10¾-inch records, 1s. each; "Fonotipia" 12-inch records, 1s. 8d. each; "Fonotipia" 13¾-inch records, 1s. 8d. each. As the company point out, these allowances are considerably more than the actual value of the old material, but the offer is made in order to encourage their dealers to push the sale of "Odeon" and "Fonotipia" records.

**Phonetic Documents on File.**

Phonetic documents are the latest additions to our national museum collections. Instead of the cold, dead records of parchment, paper and ink, we are to have the living word as it is issued

from the lips of king, preacher, singer or artist preserved by the phonograph record for future generations to listen to.

**How Bad Men Are Influenced.**

Gramophones, like other musical instruments, speak to us in a musical sense only, but if they could tell the story of their purchase it is certain we should possess means of romance and adventure, undreamed of in relation to talking machines. An extraordinary instance of this was related in a London police court recently. It was stated that the prisoner, after stealing money went into the shop next day and bought a gramophone from the very assistant from whom he stole the money, and paid for it with about half the sum he had stolen from him.

**Marconi's Latest Invention.**

Signor Marconi is evidently gifted with a brain of almost limitless inventive capacity. Out of the many inventions associated with him, wireless telegraphy stands out most prominently, but from this he turned his skill toward improving sound reproduction and recording in connection with the Columbia Phonograph Co. Pending the development of his ideas in that direction, Signor Marconi is reported to be at work on still another device, by which, through the medium of electricity, two typewriters are connected with each other, the writing of one being automatically reproduced by the other in any desired place. Details are not available, but the usefulness of such an invention will be generally recognized.

**Views on Price Cutting.**

The Russell Hunting Record Co., Ltd., are strong advocates of price maintenance. "Cutting," they consider an iniquitous and dangerous practice. These are short, to-the-point views, which, in these times of unfair competition, will be more than appreciated by legitimate dealers. An example is given in the Sterling Recorder. A retail dealer thinks he will get a splendid advertisement and greatly increased trade if he cuts a halfpenny off the price of some well-known article. He does so, but pretty soon his competitors cut to the same level on the same or perhaps a different article. Dealer No. 1 finds his advantage gone, so he cuts still lower, a move followed by No. 2, and the rest. The public take an interest in the conflict, and No. 1 to maintain as he thinks, his lead cuts again, and still his competitors follow. In self-defence No. 1 cuts again on the same line, or maybe on another, No. 2 follows and so the game goes on; in time, becoming so unhealthy, as to cause one or the other to shut up shop. In two trades Price Maintenance Associations have been formed by agreement between manu-

# CARL LINDSTRÖM, G. m. b. H.

## BERLIN

*LARGEST Continental Manufacturer of All Kinds of*

# TALKING MACHINES

**Best Quality**

**Best Workmanship**

**Best Value**

Agent for England and Colonies:

## O. RÜHL,

6 and 7 Red Cross St.  
London, E. C., England

To whom all inquiries should be addressed



## FROM OUR LONDON HEADQUARTERS—(Continued.)

facturers and retailers so that the latter finds a living profit assured him. So successful have been these associations that proprietary articles which are not "protected" are only served when actually asked for, other lines being pushed instead. The Russell Hunting Co. have taken up no uncertain stand against cutting the prices of their goods, which are sold on the firm understanding that fixed prices shall not be cut, and an intimation to uphold this policy, if necessary by legal proceedings. A few delinquents have already been brought to book, several injunctions having been obtained to enforce the one-price policy in many districts. This is indeed commendable action, and were all manufacturers to follow suit, this nefarious practice would practically soon cease to exist. The Russell Hunting Co. are prepared to promptly act upon information from members of the trade who believe that it is being resorted to either secretly or openly in any neighborhood.

**"Finest Talking Machine Ever Built."**

At the Columbia Co.'s new premises in Oxford street, there is just now a window display which is attracting a good deal of attention, so much, indeed, that it is frequently difficult to get along the pavement for the interested crowd at the front. The exhibit is a most elaborately constructed Columbia graphophone appropriate-

**THE NEW COLUMBIA BUILDING.**

Description of This Palatial Establishment Which Is Handsomely Equipped—Head-quarters of the European General Manager.

(Special to The Talking Machine World.)

World Office, 69 Basinghall street,  
London, E. C., Eng., Dec. 3, 1906.

One of the finest buildings in this city devoted exclusively to talking machines is that just occupied by the Columbia Phonograph Co. at 64-66 Oxford Street West. Its location is most desirable, as this part of Oxford street is crowded almost the entire day with shoppers and sight-seers, while in the evening the theatre and concertgoers pass the building in thousands. The imposing front catches the eye long before the building is reached, and the attractive window display makes it impossible for anyone to pass without giving it due notice.

The building, which is of stone, consists of five stories and basement and is finished throughout in the most thorough manner, the entire woodwork being of solid mahogany, French polished. The ground floor and basement are given over to the sales department, where are also located the offices of the local manager, his clerical staff and salesmen. The commercial grapho-



THE NEW COLUMBIA BUILDING, LONDON.



MAIN FLOOR NEW COLUMBIA BUILDING.

ly described on the window card as "the finest talking machine ever built." The instrument is of the same general character as one which was made by the Columbia people for the Emperor of Japan. The horn and certain parts are plated with 18-carat gold. The cabinet, in this case, is set off with an artistically carved thistle device at once suggestive of Bonnie Scotland, and on one side is a solid gold plate, by Messrs. Tiffany, bearing an inscription which explains the significance of the Scottish emblem and gratifies curiosity as to who is to become the happy recipient of this extraordinary fine instrument. This reads, "Presented to Sir J. G. Tollemache Sinclair, Bart., by the Columbia Phonograph Co., General," and one at once understands that this is the graceful means the Columbia people have selected for commemorating their association with the genial Scottish baronet in his recent munificent scheme of distributing gramophones to the various hospitals and charitable homes throughout the country. Sir Tollemache, who is himself an enthusiastic gramophonist, will, we are sure, think very highly of this beautiful memento.

Aside from the altitudinous prices paid opera stars for making records, domestic "talent" receive remuneration which the average person might consider adequate. That is to say, the best known tenors have a yearly income of six or seven thousand dollars, and the others not far behind.

phone display occupies a conspicuous position on this floor.

Access to the upper floors is obtained by means of elevator and stairway. On the first floor up are to be found the offices of Frank Dorian, the European general manager, and a portion of his staff, as well as the office of the European auditor. On the other floors are located the correspondence, advertising and business graphophone departments, each arranged

with due regard to accessibility and efficiency of operation.

The lighting and ventilation of the building are most admirable, nothing being overlooked in this connection. The structure is lighted throughout with electricity, and the equipment is in sympathy with the general scheme of architecture.

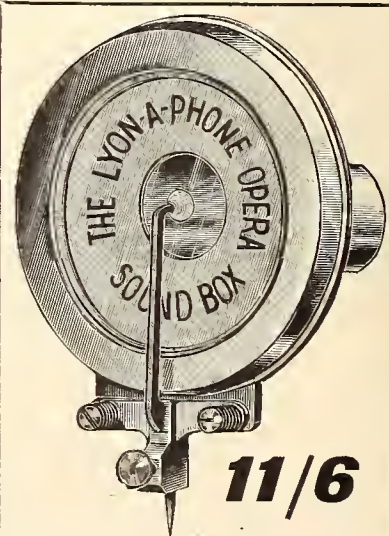
The Columbia building is the newest one on Oxford street, and, as can be seen from the cuts herewith, has a handsome frontage and is as high as the regulations permit. The fact that the show window projects somewhat beyond the building line gives a splendid opportunity for window display. In the interior view herewith, a portion of the counting house is shown, also Mr. Bradt's office. In the foreground is a special machine designed for presentation to Sir Tollemache Sinclair, referred to elsewhere in the

## <sup>T<sub>H</sub>E</sup> **Lyon=A=Phone Opera Sound Box**

The best sound box on the market.

**SOUNDS LOUD AND CLEAR.**

The price is right—11/6 retail—and all foreign and colonial dealers are invited to write for special terms. We hold a large stock of accessories, all makes of machines, records and novelties. We will send lists post free upon request. Write to-day.



**11/6**

**A. LYON & CO., 75 City Road, London, England**



London letter. The walls are adorned with paintings of the Royal family and other celebrities.

The entire cylinder record catalogue is represented in the cases along the wall, and the beginning of the disc racks is also shown. Considered from any and every standpoint, the new Columbia building is a credit to all concerned in its erection, furnishing and operation.

## GEN. BOOTH AND THE COLUMBIA CO.

The Famous Salvation Army Leader to Make Records Exclusively for This Company.

(Special to The Talking Machine World.)

World Office, 69 Basinghall St.,

London, E. C., Dec. 6, 1906.

The Columbia Phonograph Co. have just closed an exclusive contract with General William Booth of the Salvation Army, whereby that famous leader will make records for the Columbia Co. He has already made some very successful ones in both disc and cylinder. It goes without saying that General Booth's records will be in great demand by his followers, who now number millions all over the world. This connection is a very important and valuable one for the Columbia Co.

## NEWS FROM THE EMERALD ISLE.

**Nomenclature of the Auxetophone Altered—To be Known in Great Britain as the Auxeto-Gramophone—Handel's "Messiah" on Talker Attracts Big Crowds—Edison Business Phonographs for Belfast Technical Institute.**

(Special to The Talking Machine World.)

Belfast, Ireland, Dec. 3, 1906.

The nomenclature of the Auxetophone has been altered; it will henceforth be known in the British Isles as the "Auxeto-Gramophone." The local interest in this marvelous machine remains unabated; indeed, a fresh stimulus was imparted to it on November 27, when the "greatest of all oratorios," Handel's Messiah, was rendered from twenty-five gramophone records in the large public hall of the Y. M. C. A. headquarters, this city. The appreciation of the audience was evidenced not only by the applause which greeted each selection, but by the "dead" silence which was creditably preserved during the performance. The clearness, enunciation, pitch, tone, expression, "timbre" and quality of the voices of Miss Perceval Allen (soprano), Madame Dews (contralto), John Harrison (tenor), and Charles Knowles (bass) were reproduced so naturally as to astound those present. Flattering opinions of the Auxetophone were freely exchanged and found their echo in the laudatory notices which appeared in the Belfast papers the following day, in one of which, the Belfast Evening Telegraph, an exhaustive article occupying half a column faithfully records the sensations of its clever writer—evidently a musical expert—whilst listening to the instrument. The Auxetophone concerts on Saturday evenings at Ulster Hall still continue to draw huge audiences. The public is indebted to Mr. Osborne for these delightful musical events.

Edison products are being purchased with avidity in this city. Sterlings are very popular; Whites are good sellers, but the manufacturers seem unable to cope with the demand. Pathé and Columbia records are moving steadily. The "boom" for Gramophone and Zonophone goods remains undiminished.

The popular principal of the Belfast Technical Institute, Francis C. Forth, A. R. C. Sc. I., in order to successfully cope with his onerous labors, has installed in his typewriting department three Edison business phonographs, to which he dictates all his correspondence, thus effecting a considerable saving of time. Mr. Forth is a gentleman who is thoroughly up to date, an excellent organizer and a business man of no mean order, who merits the respect and esteem entertained for him by all sections of our citizens.

Quite a fund of merriment has resulted from T. Edens Osborne having mailed his clientele and

and friends artistic post cards representing "His Master's Breath," a mirth-provoking picture of a dog with a "knowing" expression in the act of smelling a funnel placed in a jar containing Irish whiskey. Evidently the owner of the dog is not a believer in aqua pura, "Adam's ale" being probably considered unpalatable without the addition of Ireland's national beverage!

## RECORDS AS CHRISTMAS PRESENTS.

American Soldiers in Our Foreign Possessions Anxious to Procure Them—A Good Idea.

Our soldiers quartered in the various island possessions are oftentimes at a loss for something whereby to pass their leisure time profitably if possible. In order to relieve the monotony of the situation, kindly disposed persons have been in the habit of sending numbers of books and current magazines, and in a letter of thanks for same, one of the soldiers suggested that records for both disc and cylinder machines be sent to the various posts. As there are many Victor, Edison and Columbia machines owned by the different companies in the army the contribution of records for use on these machines would do much to bring cheer to the boys in their lonely camps.

The suggestion is a good one. Talking machine records cost much less than a book, even a cheap edition, and certain styles can be had for the price of an ordinary monthly magazine. Where a book is usually read only once by a man and only one can enjoy it at a time without necessitating some one reading aloud, a record could afford simultaneous pleasure to an entire company or even a battalion if desired, and may be enjoyed times without number, either for the selection itself or for the dance music it offers.

Talking machine owners who have records in good condition of which they have become tired can show kindness of heart with very little expense by sending them to the authorized depots from whence they will be dispatched in bulk. The Globe, 5 Dey street, New York, will receive such items if marked "For the soldiers," and see that they are forwarded.

In these days of perfected talking machine records it is only the deaf and dumb man who need not fear having his speech preserved in record form, and even he is in danger of having his sign language reproduced by the moving picture machine. To make a verbal contract nowadays binds one just the same as a written one if a "talker" is near, much to the dismay of certain unscrupulous persons.

## HENRY J. HAGEN ASSUMES CHARGE

Of the Recording Laboratory of the Universal Talking Machine Mfg. Co.

Nov. 26 Henry J. Hagen assumed the management of the recording laboratory of the Universal Talking Machine Mfg. Co., a promotion most deserving. It will be remembered that Mr. Hagen recently returned from a record-making trip to Europe and South America, and in referring to the business possibilities of the latter continent quoted the speech made by Secretary of State Root when in Buenos Ayres—namely, that during the past twenty-five years the United States had enjoyed unexampled prosperity, and he predicted that for the next quarter of a century South America would have its turn and be blessed with equally prosperous conditions. This prophecy, Mr. Hagen believes, will be realized to the letter, for, as he says, "The Argentines are right up to the minute, and it is an elegant country."

## FABER'S TRITE REMARKS.

H. C. Faber, the busy Victor man in Colfax, W. Va., has recently issued some clever advertising matter for local use. He has also favored us with the following effusion which will quickly convince the reader that Mr. Faber's bump of humor is far from being a dent. Besides complimenting the publication, he airs some sensible views of the Sousa episode:

"In reading The World from 'kiver to kiver,' I take particular notice that you are not in the business alone for your benefit, but to benefit its readers and to give extra good hints on more than one point. I have gathered a few hints myself from its columns, and do not hesitate to blow my horn about it either, with no affront at all to the venerable Jon Fillup Soozy. Here is a Sousalette—crowds of 'hayseeds' and others are going over to Pittsburg this week to hear the great bandmaster. If it had not been for the talking machine this crowd would not have gone two miles to hear him, his exploits on the talking machine having advertised him as no other advertising could have done. The Victor machine seems to have a good lead in this vicinity, and this shows that the people are getting civilized and want the best that money can buy."

It appears that S. S. B. Campbell, recently manager of the New York office of the Columbia Phonograph Co., General, has not gone to Europe, but is in Philadelphia, connected in business with E. G. Gibson, the expert and inventor of the "Exhibition" sound-box.

## FLOWER HORNS THAT SELL AT SIGHT



If you are a jobber, write us; we will send you a free sample. All we ask is that you compare it with any others on the market as to construction, color and decorations.

**We Guarantee Every One Not to Fade!**

They are the handsomest and most attractive line manufactured to-day. We defy competition as to quality of workmanship. Our prices are low. Ask your jobber if he carries them. If not, write us. We will refer you to a jobber in your locality who does.

**Newark Tinware and Metal Works**

53 N. J. R.R. Avenue, Newark, N. J.



On or before March 1st, 1907, the

**NEW YORK VITAK COMPANY**

will put on the market their

**NEW MODEL**

**Motion Picture**

**Machine**

This machine will be made of the best materials that can be procured, and will be so constructed that any length film can be used of the Vitak size, from 5 feet to 200 feet (32 pictures to the foot).

It can be used for home or private entertainments, throwing a picture from 6 to 8 feet in width. The lenses and finish will be of the best, and will be equipped with a light that will produce about 3,000 candle power on the film.

We have had so many requests for a machine of this type that we decided to build one as soon as possible. These machines will be absolutely guaranteed in every particular, and will sell to the consumer for **about \$30.00 or \$35.00.**

We are desirous of hearing from those who wish to handle this model machine, and we will endeavor to have such parties view and examine it at the earliest possible date.

---

**New York Vitak Company**  
**26 Cortlandt Street, NEW YORK CITY**



## TIMELY TALKS ON TIMELY TOPICS.

Considering the tremendous growth of the talking machine trade during the past year, business in quarters where it was exceedingly lively last fall has suffered a slump. To be sure, the manufacturers of machines, records and prime essentials have no reason to complain, because their plants have been urged to producing the limit of capacity, even with the enlargements and increased facilities. The experienced jobber, expressing an individual opinion, declares that the inability of the factories to supply goods when most needed, eventually served as a wet blanket on the public's enthusiasm, trade fell away in consequence, and has never been recovered. Others are of the opinion there are too many dealers, which means a dividing up of sales and the development of a spirit of rivalry so fierce as to render impotent the wholesomeness of fair competition. In the aggregate the volume of business has measurably increased, but the elements of distribution are not on so satisfactory a basis, it appears, as they were at this time last year. The current month, however, is up to the mark, and it is predicted business will continue brisk and active until late in the spring.

With the new year both the Victor and Columbia companies are expecting to put on the market a grade of entirely new records for which great things are expected. Those who have had the privilege of an advance hearing are as enthusiastic as the experts relative to their salability, not to mention the marked improvement in reproductive qualities.

Both of the jobbers' associations—Central States and Eastern—are in a healthy condition, as may be ascertained by the reports of their recent meetings appearing elsewhere in this issue of *The World*. The jobbers of the Middle West have kept steadily before them the practical benefits bound to accrue when a fixed object is kept in view. They sedulously avoided "bad breaks," with results most satisfactory to the members and the betterment of trade economies. The Eastern Association, inclined to be diffuse in their methods at the beginning of their career, suffered a temporary eclipse in consequence. The revival of interest in this excellent organization is evidenced by the increased membership and the return to the "simple life" and business-like methods. Associations conducted on the lines laid down by these two bodies are necessities which every careful jobber aiming to carry on a legitimate, profitable and honorable trade admits. Furthermore, manufacturers heartily approve of such organizations, and en-

courage their formation and maintenance, while the right-thinking and acting dealers are not at all averse to their existence so long as they are fair and just in the enforcement of the credit rules and regulations.

Talking machine men with an eye to the future regard the South American countries as the land of promise, one literally flowing with milk and honey, if properly developed. To be sure, exact information concerning the possibilities of the business is confined to those who have been on the ground and studied the situation. The few Americans sufficiently informed who are in this fortunate position are enthusiasts, and declare the exportation of talking machines, records, etc., can be trebled if gone about in the right way, and goods suitable to that market are made. This is being looked after now more closely and intelligently than ever before, and the results are beginning to show for themselves.

What *The World* had to say last month about "dubbing," or the counterfeiting of records, aroused no end of comment on the part of persons either directly interested or favoring the practice. People of this mind seem to be satisfied they can buy a record in the open market, and having acquired title by purchase are at liberty to duplicate it ad infinitum, providing the factory marks or identifying designations of the original manufacturer are not repeated. For example, they hold a Caruso record can be so treated, and no restraint can be invoked, either in law or equity, even if in the ordinary course of sale it is so represented. If such is a fact, why should anyone seek to secure exclusive rights in artist talent, if their work is open for spurious duplication by simply refraining to repeat certain marks of identification? The sound lines are the same absolutely, for every time a new reproduction is made another result is obtained, the human voice never being twice alike. It is an interesting question, no matter how it may be regarded, and doubtless legal advice of no mean caliber has been sought by partisans of the gentle art of "dubbing."

The results from the use of celluloid in records have not come up to expectations in the past, the material not lending itself to the smoothness of finish so greatly desired. Recently, however, experiments have been more successful, and the manufacturers aver some startling revelations may be looked for. The veterans in the record-making business, however, are skeptical.

A good story is told by a candidate for record honors who had been doing considerable church work. The relator is a talented woman, who requested a "test" of her voice, and visited one of the leading laboratories for the purpose. In speaking of the incident she said: "This is my first experience of the kind, but I was treated so courteously and deferentially that I could not help but contrast it with the treatment received at the hands of church committees before whom I have appeared for examination relative to my application for choir singing. The members of these committees on more than one occasion have almost openly insulted me by their remarks. The talking machine people, on the contrary, who are no doubt overrun by applicants, were politeness and patience personified, proving they must be a superior grade of men from those who are constantly being held up as models of all that is supposedly fine and elegant in life."

Music publishers should ponder this piece of advice from an expert: "The average arrangement issued by the music publisher is totally inadequate for recording purposes in the laboratories of the various talking machine companies,

owing to the fact that each laboratory has its own special musical organization, demanding special musical treatment. Many meritorious publications are rejected as unavailable for recording through not being instrumentally adapted." In other words, it is a unique branch of work.

Commenting upon the increased importation into the United States of shellac during the past couple of years, due to the increased consumption in the talking machine trade, the promoter immediately had a scheme for cornering the market. "Why," remarked the man with gray matter to burn, "it is easy as rolling off a log. There is but one source of supply, India, and all it requires is a little nerve and some money." But being long on nerve and short on finances, the plan has never developed beyond the incipient stage.

A group were discussing the mechanical feed in connection with the last decision on the Berliner patent covering the swinging arm or free-moving stylus, and several opinions were freely expressed that such a device was of easy accomplishment; in fact, several entirely successful appliances of this kind had been seen, etc., and so forth. Then one of the listeners, who had followed the mechanical side of the trade since a boy, spoke up: "Now, gentlemen, you can say what you please about mechanical feeds to get around the Berliner patent; but it is not practical. I know a thing or two about talking machine mechanics, and for the past month myself and a skilled man have devoted our time to originating or proving if such a movement is possible, and I tell you it is not. The reproducing point will travel in the groove and is controlled and governed by it, try how you may to avoid the movement." The silence that followed this ex cathedra announcement was dense enough to cut with a knife, and the conversation drifted into other channels immediately.

According to the most celebrated medical men of Paris the tenor voice is becoming rarer and rarer, and the most eminent authorities prophesy the speedy extinction of the species, hence we note again the value of the talking machine which preserves for all time the voice of the leading tenors of our time, insuring to those who love the tenor arias a continuance of that delight which comes to those who love to hear the high C of their favorite tenor singer.

An Englishman who had been visiting the United States learned a thing or two about New York apartments before his return to "the old country." On being asked by those of a curious turn of mind how he enjoyed his visit, he said dolefully: "All but the fact, that to save me soul I could not get a decent bath! Every time I got into the tub the talking machine in the next apartment commenced to play 'God Save the King,' and, of course, you can see for yourself I had to stand all through it."

\* \* \* \*

"We have barrels of records," is the sign in the window of one of the large talking machine warerooms in this city, and as a proof, a barrel filled with records is tipped over in the window and a number of records are scattered about, as if spilled out of the barrel. Other barrels, with the heads in them, with the inscription "records" in big letters painted on the sides, act as stands to display a large line of talking machines. Horns of all sizes and descriptions are scattered around, the whole making a very novel window display, and one that attracts attention. Another sign in the window reads: "If you are athletic and break a record bring it to us and we will make an allowance for it in exchange for a new one."

## FOR SALE

One Revolving Wire Edison Phonograph Record Holder; capacity, 1,000; for \$20; brand new; reason for selling, lack of room. R. C. Bollinger Music House, 704 Garrison Avenue, Ft. Smith, Ark.



**Mr. Dealer!**

Do You Realize  
that to Own a

**Victory  
Cash  
Register**

means MONEY, besides a systematized business to you? Do you realize that it will stop those little leaks in your cash drawer, which are now a constant puzzle to you? Are you aware of the fact that even a small leak will eventually sink the biggest ship? If so—then why wait any longer? Protect your money and order a Victory Cash Register at once, under a two-years' guarantee, or your money back if not thoroughly satisfied.

DESCRIPTIVE CATALOG ON APPLICATION

"Victory" \$65.00

"Victory Jr." \$40.00 Less 10% for Cash

Easy Payments If Desired

**H. C. MEHDEN**

Phone 3445 Columbus 145 Amsterdam Ave., New York



## Three Straight First Prizes

Buffalo 1901      St. Louis 1904      Portland 1905

Prices \$12, \$22, \$30, \$40, \$50, \$60, \$100. Write for Art Catalogue

**New Monthly List of Records on sale at all Music Houses  
and Talking Machine Dealers, January 1, 1906**

Victor Talking Machine Company Camden, N. J.



**VICTOR**  
8-inch Records, 35¢  
A new size—ready May 1st

Twelve New Eight-inch JSC Records	
1. <i>Trilobites</i> (Oreodontes)	2. <i>Trilobites</i> (Oreodontes)
3. <i>Trilobites</i> (Oreodontes)	4. <i>Trilobites</i> (Oreodontes)
5. <i>Trilobites</i> (Oreodontes)	6. <i>Trilobites</i> (Oreodontes)
7. <i>Trilobites</i> (Oreodontes)	8. <i>Trilobites</i> (Oreodontes)
9. <i>Trilobites</i> (Oreodontes)	10. <i>Trilobites</i> (Oreodontes)
11. <i>Trilobites</i> (Oreodontes)	12. <i>Trilobites</i> (Oreodontes)

[illegible]

"Home Sweet Home"  
Sung by Adelina Patti on the Victor


12-inch **Sue, 55 each—Ready June 1st**

Ask your dealer to play these new Fiat records for you. **1974 Fiat 127** is the most exciting and we will show you full advantage of the Vaux car. he new

Artists who are proud to perform for the Victor.

[illegible]

Upgrades  
The Victor  
Exquisite Cream  
Photo of the Victor, a classic, elegant



**Caruso and the Victor**

Also, the greatest tenor of modern times is the only tenor for the Victor.

Twenty years on the Victor are the history of sound recording.

The dramatic power of your home is always at your hand.

By Gramophone, Victor, and the Victor.



**VICTOR JUNIOR**  
**GRAMOPHONE**  
**\$10.-**

Other styles  
\$17 to \$100

The First and Only Good  
Ten-dollar Talking Machine.

Sold by Victor Distributors  
on the  
Easy Payment Plan

For full details  
fill out and mail us  
coupon to-day

For full details  
fill out and mail us  
coupon today

**Victor Talking Machine Co** Camden N J USA  
Berliner Gramophone Co., of Montreal, Canadian Distributors

# "His Master

This advertising is ham  
people every month. Are you c

**Victor Talking Machine Co., Camden, N. J., U. S. A.**

Be



**VICTOR**



**Brings Back the Old-Time Melodies**  
 and all Southern melodies sung and played upon the old-time fiddle!

Let these low instrumental and familiar records bring out the rich tones of these old-time songs in full perfection. You have never heard such beauty and power till you have heard them on the Victor.

Here are a few out of hundreds—



A New Kind of  
 Victor



**Victor-Victrola**

The Ideal Drawing-Room Entertainer

So many people of means and taste demand the character of drawing-room entertainment which only the Victor can supply, that we have designed this superb new instrument, with the horn, all moving parts, and place for one hundred and fifty records and accessories, especially arranged in a handsome mahogany cabinet—an ornate drawing-room.

By opening or closing the cabinet doors the music is made loud or soft as desired. With this Victor, every means can be had for the entertainment of guests to such a degree as is no other.

If you are looking for a new kind of Victor, this is the one.

Price \$200

Victor Talking Machine Co., Camden, N. J.

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Victor V

Price \$60

The Throat of a Thousand Voices

No matter what the price, every Victor is built with the thousandth of an inch accuracy and sensitiveness that has made the Victor the greatest musical instrument in the world.

You can now buy the Victor on the Installment Plan. A Victor Victor Victrola

Victor Talking Machine Co., Camden, N. J.

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The voice by the fireside—

The world's greatest living artists sing for you in your home. Any time, anywhere, Eames, with her silvery soprano, Plancon, with his splendid bass, and a score of other stars, voice the lyric beauty of Gounod's great opera, "Romeo et Juliette," and a hundred other masterpieces of music.

You listen and forget it's the Victor; it is the perfect living voice. The foremost artists of the musical world have chosen the Victor to perpetuate their voices, because it reproduces every note, every tone, body and soul. The voice of the Victor is the human voice.

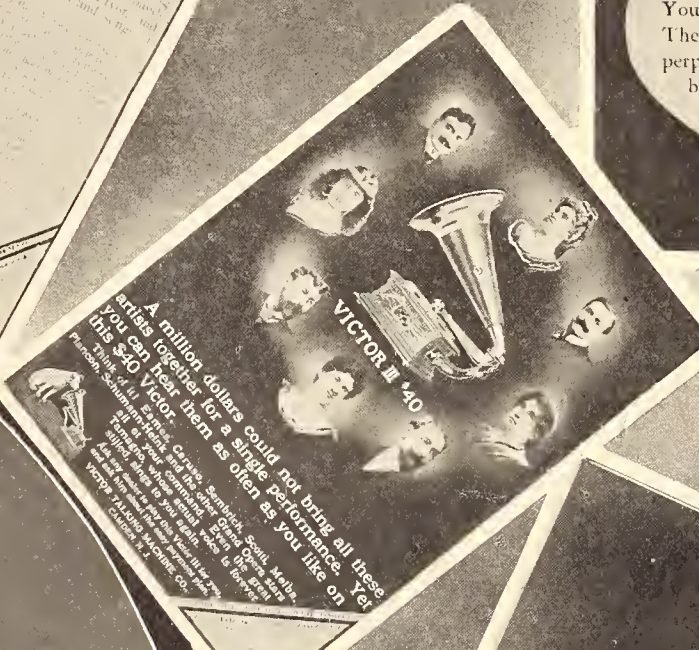
Every Victor "Red Seal" record is a masterpiece of music.

Victor Talking Machine Co., Camden, N. J.



Reg. U.S. Pat. Off.

"Voice"



A million dollars could not bring all these artists together for a single performance. Yet this \$40 Victor brings them as often as you like on your own record.

Victor Talking Machine Co., Camden, N. J.

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The Victor is the only instrument that actually reproduces—not "imitates"—the human voice with all its original sweetness, clearness, and individual quality.

"Why, that is the singer herself!" people exclaim on hearing the Victor for the first time. "That is Eames! That is Sembrich! That is Caruso! I never heard anything like that before."

Yet this wonderful Victor—which includes the music of all other instruments and of the world's greatest voices—costs only \$100 for this most beautiful and elaborate style; and other Victors range from \$10 to \$60.

Can you afford to do without this ideal enjoyment in your home?

Victor distributors sell Victors on the easy payment plan. Or for full information about the various styles, with installment information, fill out the attached coupon.

VICTOR TALKING MACHINE CO., CAMDEN, N. J.



Victor VI

Price \$100.

Victor VI

Victor VI

ordered into 56,000,000  
 ing anything to get your share?  
 r Gramophone Co. of Montreal, Canadian Distributers.



## TALKING MACHINE MEN OPPOSE

Certain Sections of New Copyright Bill—National Phonograph Co. Join Opposing Forces—Paul H. Cromelin Bears Brunt of Fight.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 14, 1906.

The hearings before the joint patents committees of the Senate and House were resumed on the 7th inst., and the sessions were of the most interesting character from start to finish. The talking machine people had a chance to present their arguments on the 10th, the previous days being given up to the book writers and music publishers. "Mark Twain" (Samuel Clemens), the world-renowned wit and humorous writer, made a strong plea for the bill Friday, the editor of "The Century," R. V. Johnson, following with an undivided advocacy of the entire measure.

Unexpectedly Frank J. Dyer, premier counsel for the National Phonograph Co., made a strong argument against subdivision G of section 1. This is the particular division of the proposed law against which the talking machine trade are contending. Its complete text follows, the italicized words presenting the amended parts since the first introduction in June last:

"To make, sell, distribute or let for hire any device, contrivance or appliance adapted in any manner whatsoever when *used in connection with any mechanism* to reproduce to the ear or to cause the said mechanism to reproduce to the ear the sounds forming or identifying the whole or any material part of any work copyrighted after this Act shall have gone into effect, or by means of any such device, *contrivance*, appliance or *mechanism* publicly to reproduce to the ear the whole or any material part of such work."

Mr. Dyer's statement was listened to closely, from the fact that at the previous hearings Horace Pettit, counsel for the Victor Talking Machine Co., surprised the automatic instrument manufacturers by advocating the passage of the bill with reservations. Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, stood the brunt of the fight, and being a lawyer of experience his address was followed attentively. An outline of his remarks may be gleaned from his circular to the trade, printed on page 48 of this issue of The World. The music publishers and composers were represented by a strong delegation, and at times the running debate was quite acrimonious. It now looks as if a compromise bill will be accepted, in which the talking machine interests will be exempt, the same as in the British copyright bill recently enacted.

## LOOK OUT FOR STOLEN MACHINE.

Thomas Riddel, of 151 Seventh avenue, Brooklyn, advises us that one of his customers to whom he sold a Victor Second No. 3722, latest model, has had his machine stolen. If this should be offered to any member of the trade for sale or repair, it will be well to hold it and advise Mr. Riddel.

## CAN YOU DECIPHER IT?

The following telegram was recently sent by the Sampson Music Co., of Boise, Idaho, to Graves & Co., Edison's jobbers, in Portland, Ore.: "Rush; express twenty Bullfrog; waiting:

preacher rockingchair; manmooncoon; softly; Fisher's, Sailor's, Jackson's, Chip, Campmeeting, Downfarm, Chowder, Housetops, Twobullfinches, Widowsplea, Turkeystraw."

At first sight it reminds one of the work of the literary inclined gent in Ward 8, Bloomingdale, but closer inspection indicates that each word represents the first word or words of the various record titles popular in Idaho.

## TALKER COMES IN HANDY

And Takes Place of Orchestra in Emergency Case in Western City.

A prominent vaudeville act consisting of manikins performing on a miniature stage, with elaborate scenery and beautiful electric lights, owed a large portion of its success to the remarkable way with which the figures keep time with the music.

Only long training made this perfection possible, and when upon opening up for a week in a western town it was discovered that the music had been lost or mislaid, consternation reigned. The local orchestra had only one piece out of the eight or ten used in the act, and to get satisfactory results at the first trial with new music was next to impossible.

As a last resort one of the attaches thought of the talking machine. The local dealer was visited and nine out of the ten pieces of music desired were found in his stock of records, and for the tenth, which, by the way, was "In a Cosy Corner," a very similar composition, "Laces and Graces," was substituted.

A large machine was rented and placed in the first entrance of the stage, where it gave better results than were often obtained by a full orchestra. Even when a duplicate supply of orchestra music was received later in the week it was not given out, but the "talker" was retained in service.

Upon coming back to the metropolis it is said the owners of the act will look over the various makes of "talkers" offered and will select a large machine and a supply of records to carry with them on their travels, in order to insure themselves against being caught "musicless" again. In all the smaller towns where poor orchestras are the rule it is proposed to use the talking machine exclusively.

## SOME "TALKER" LITIGATIONS.

The appeal of the American Graphophone Co. against the Universal Talking Machine Co. and the American Record Co., joint defendants, on the Jones patent, for duplicating disc records, was on the calendar of the United States Circuit Court of Appeals, second circuit, for a hearing Tuesday. Judge Hazel's opinion, rendered in the lower court February 19 last, declaring that the process alleged to be infringed had been anticipated by the prior state of the art, and dismissing the bill of complaint, is under review. Decision was reserved.

The suit of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York, in contempt proceedings, was up before the United States Circuit Court, New York, November 30. Decision was reserved.

## DUTY ON TALKERS INCREASED.

According to the revised Canadian tariff list the rate of duty has been increased from 25 per cent. to 30 per cent. under the general tariff and from 16 2-3 per cent. to 20 per cent. under the preferential tariff on phonographs, graphophones, gramophones and finished parts thereof, including cylinders and records therefor and mechanical piano and organ players.

## TEA TRAY CO.'S NEW CATALOGUE.

The Tea Tray Co., of Newark, N. J., call attention, in a very beautifully and originally conceived advertisement on the cover page of this issue, to their new catalogue which has just been issued. It is a most interesting publication, and

contains illustrations and descriptions of all their specialties, which are so well and favorably known the world over. There are also some other announcements from this company in this issue of The World, which will interest the trade. The Tea Tray Co. are experiencing a great demand for their goods this season, and notwithstanding their tremendous resources they have been kept on the qui vive filling orders.

## EDISON'S MANY INVENTIONS.

Thomas A. Edison is said to have more inventions than any other living man. In the patent office at Washington there is a department marked Edison where an array of over 300 patents are to be found. Those who see this exclaim; "Oh, Edison can't last much longer. He is working himself to death." And yet every year finds additions. "Mr. Edison's work as an inventor," said Mr. Dyer, who has charge of the legal department of the Edison laboratory, "as shown by the records in my office, extends over a most varied field. In addition to his better-known patents granted in connection with the development of the electric lamp, the phonograph, telegraph, telephone, ore-milling machinery and storage batteries, I find that the inventions include vote recorders, typewriters, electric pens, vocal engines, addressing machines, methods of preserving fruit, cast-iron manufacture, wire-drawing, electric locomotives, moving picture machines, the making of plate glass, compressed air apparatus, and many others. In the line of phonographs he has secured 101 patents, on storage batteries 20 patents, on electric motors 20 patents, on telegraphs 147 patents, on telephones 32 patents, on electric lights 169 patents, on dynamo 97 patents, and on ore-milling machinery 53 patents. When it is remembered that an incandescent lamp consists simply of a carbon filament in an exhausted glass globe, the ingenuity in devising 169 different patentable modifications and improvements on such devices appears really marvelous."

## BRIEFLETS.

A. P. Petit, for a long time sales manager and buyer, is no longer connected with the Douglas Phonograph Co., New York, having resigned on the 6th inst., on account of poor health. After "A. P.," as he is familiarly known, has recovered his "robust," he will be back in the business with "four feet." His brother, A. S. Petit, having finished his special services with the Leeds & Catlin Co., has resumed charge of his Baltimore store.

New year's calendars have been received from T. Edens Osborne, the prominent talking machine factor of Belfast, Ireland, and H. C. Mehden, the cash register man, of 145 Amsterdam avenue, New York. They are both handsome productions.


Devereux Elmes, for a long time in charge of the order department of the Douglas Phonograph Co., New York, an expert of acknowledged attainments, is now with the Edison Storage Battery Co., at Orange, N. J., one of the big coming propositions and the very latest organization of the world's wizard, Thomas A. Edison.

The next meeting of the Eastern Talking Machine Jobbers' Association will be held January 16, at the salesrooms of the Jacot Music Box Co., 39 Union Square, New York.

The Schmelzer-Arms Co., Kansas City, Mo., have just issued a very complete catalogue of talking machines and supplies, which is worth investigating.

### 210

## Cylinder Records



can be stored in this Cabinet. Has 5 Drawers provided with Iron Stops to prevent the Drawers from being pulled out too far.

### WOOD PEGS

The only Pegs that will stand the wear. The best selling Cabinet on the Market. Size: wide, 22 in.; deep, 18 1-2 in.; high, 34 in.

No. 42 Cabinet.

## FEIGE DESK CO.,

2076 Genesee Ave., Saginaw, Mich., U. S. A.

## SPALDING & CO.

109-113 W. Jefferson St., Syracuse, N. Y.

### JOBBERS

## COLUMBIA MACHINES and RECORDS

Also Athletic Goods, Fishing Tackle and Cutlery



## WHAT MAKES A GOOD SALESMAN?

Is the Interesting Question Discussed in the Following Little Talk, Which Talking Machine Men Should Ponder Over.

"What makes a good salesman?" was the question which a well-known ambassador for a talking machine institution was asked the other day. He replied, instantly, "What makes him? Nothing makes him, he makes himself."

"What I mean is this. The gift of selling goods as a traveler, and in building up and holding a trade, is not bestowed by the waving of a wand, or any of this fairy godmother business. It comes through natural adaptability, hard work, reliability and a right point of view."

"For a dozen years I have been able to do one thing. To feel sure that no matter what questions might be asked or investigations pursued, I was in a position to make myself good at both ends of the line—with the house that sent me out, and the one to which I sold the goods."

"In other words, I have reported each transaction just as it was. If there is anything unpleasant to explain, I would rather sit down at the time and write the house all about it than to gloss it over or evade it until I got home, and then be hauled up about it. My people learned long ago that they knew all about my deals as I went along and that there were no strings hanging out to be gathered up or afterclaps to make trouble. And so with my customers. I tell them the exact truth, and they have come to take my representations as the truth. I have lost sales by it, but have more than made them up in the long run. A young traveler can make no greater mistake than to believe that the bird in the hand is worth more than all those other ones in the bushes; the effort he may make to get that one may drive the others away forever."

"That is as to reliability. How about industry?" was asked.

"It seems almost needless to discuss that,"

was the answer. "It is an essential of our business that a man should be industrious. No man can last a year at it who is not a hard worker. The house don't send a man out to look at the scenery. His pay and hotel bills are going on all the time, and other fellows are out looking for the business he is after. The house don't expect me to spend Tuesday night in bed in a hotel at Chicago when I can make time by putting it in on a sleeper between Chicago and St. Louis. Nor am I expected to spend the evening at a theatre in Philadelphia, when I can save a half day by going to Baltimore between dinner time and bed time. Of course, if I have to remain in Philadelphia over night, my going to the theatre is all right."

"I like to see you loaf around," said the old man to me once, 'as you seem to enjoy it so. But I want you to take your fill of it when here at the store, as I don't want to feel you are doing much of it outside.'

"Yes, hard work; more hard work; and still more hard work. That is the main thing in this line."

"Is it a serious business? Say, have you noticed one thing? The newspapers and the comic papers don't have one joke on 'the drummer' where there used to be a hundred. The public conception of the salesman—and in many respects the salesman himself—has changed immeasurably in the past decade and a half. The loud-voiced, drinking, dirty-story telling, flirting and offensive drummer of popular fiction is never heard of any more. He is gone entirely; if he ever existed in as unpleasant a state as he was painted. I admit that there were some men of that sort, but they have been frozen out, or are blacking boots somewhere."

"The traveling salesman who represents a house of any standing has got to be a proper representative of that house. He must, to win the best success, be a gentleman; be clean minded, temperate, educated to a certain extent; a good talker of good sense; a man who carries an impress of honesty of mind and respectability."

## DON GILBERTO'S PUBLICITY.

The Paducah, Ky., Dealer Goes President Roosevelt One Better in Simplified Spelling.

Talk about phonetic or simplified spelling, the official list is only a poor weak imitation, as a perusal of the following advertisement will prove. Opera goers will especially appreciate certain parts of this advertisement of a Paducah, Ky., talking machine dealer which came to our notice recently:

DON GILBERTO,

THE TALKING MACHINE MAN OF PADUCAH.

As we are in the midst of hot weather and sleeping is torture at the present time, and these beautiful moon-lights we have at present. Come one come all and hear his music at 606 S. 4th Street, produced by the only talking machine, not only of U. S., but of the world. The Victor and the Zon-o-phone talking machines from \$10 to \$100 put within the reach of the poor as well as the wealthy. Remember that these machines are the

LEADING MACHINES OF THE WORLD.

Remember my records for sale are 8-in., 35 cents; 10-in., 60 cents; 12-in., \$1.00.

We have high-class operatic records from \$1.00, \$2.00, \$3.00, \$4.00, \$5.00. All the latest leading opera singers from Addalena Patti, Marcella Sasembrich, Caruso and Sourate and Gazorz and a great many other celebrated artists of this kind. I will play any piece before purchasing it, so you can see that it is perfect. We don't sell second-hand machines or records. Every machine is guaranteed and every record is perfect and new. We don't give discounts nor CUTS in PRICES. We carry a full stock of needles and we will repair your broken machines at liberal prices. We will take pleasure in explaining the mechanism of your Zon-o-phone. I have 500 new and latest music from ragtime to the most celebrated operas, and from the greatest bands, both America and Europe and Orchestra pieces. My concerts will be from 7 p. m. to 10 p. m. No piece played twice and we play from 75 to 100 pieces every night. Remember that you can buy the Victor machine, it is no trouble but a pleasure. We will take pleasure in showing you about either the Victor or Zon-o-phone machines, also care of records.

I remain your talking machine friend

DON GILBERTO,

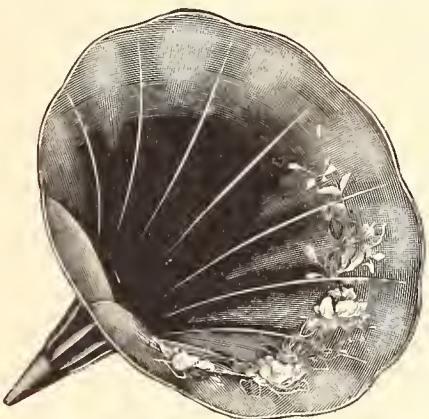
THE TALKING MACHINE MAN of Paducah, and don't you forget it. 606 S. 4th St., Paducah, Ky.

However, with all its faults, the advertisement is more convincing than many that are more grammatical and contain perfect spelling.

## REGULAR AND DECORATED "MEGA" FLOWER HORNS

26"x16 1/2"—JUNIOR AND SENIOR SIZES—32"x23"

We Control  
The "MEGA"  
in Maine  
New Hampshire  
Vermont  
Massachusetts  
and  
Rhode Island



REG. FLOWER

IN 6 COLORS

DEC. FLOWER

IN 4 COLORS

Attractive Prices  
to the Dealer and  
Jobber. Send for  
descriptive sheets

## NEW MODEL TEA TRAY CRANES

No. 200

No. 228

Ready for Delivery

ALL DEALERS SHOULD SEND TO US

For Our New Up-To-Date List of

"LIVE ONES" 250 BEST SELLING RECORDS  
ON EDISON LIST

## PHOTOS OF THE TALENT

Making Victor and Edison Records. Finely Mounted. Retail 35 Cents Each. Send for List and Dealers' Prices.

## New England Agents for

HERZOG DISK AND CYLINDER RECORD CABINETS

SYRACUSE WIRE RECORD RACKS

RAPKE RECORD TRAYS AND LABELS

H. & S. RECORD AND MACHINE CASES

T. T. CO. METAL FLOWER HORNS

MELLOW-TONE ATTACHMENTS

LYNN RECORD BOXES AND CASES

PLACE AUTOMATIC RECORD BRUSHES

H. & S. UNIT DISK RECORD STOCK RACKS

REPAIR PART CABINETS

Prices on Application

We have on hand the Largest and Most Complete  
Stock in New England of

VICTOR MACHINES AND RECORDS  
EDISON PHONOGRAPHS AND RECORDS

And All Supplies

Our Shipping Facilities are Unexcelled

"PROMPTNESS" IS OUR MOTTO

THE EASTERN TALKING MACHINE CO., 177 Tremont St., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, RECORDS and ALL SUPPLIES. Eastern Agent for HERZOG DISK and CYLINDER RECORD CABINETS



## NEILSON C. DURAND CHATS

Of the Improvements in the Edison Commercial Phonograph.

(Special to The Talking Machine World.)  
World Office, 195 Wabash avenue,  
Chicago, Ill., Dec. 10, 1906.

Nelson C. Durand, manager of the Edison commercial system of the National Phonograph Co., was in Chicago last week consulting with C. L. Hibbard, who has charge of the Western office or the "business phonograph." "We are continually striving to perfect the Edison system in the minutest detail," remarked Mr. Durand, "and any possible improvement looking to the convenience of dictator or operator is carefully considered and tested." As an instance, Mr. Durand produced a new dictation blank, on which, under the reproduction of the scale, are such legends as "listen for corrections," "cancel," "rush," "additions," "telegram," "extra carbons," etc., and from which lines are to be drawn to the appropriate point on the scale.

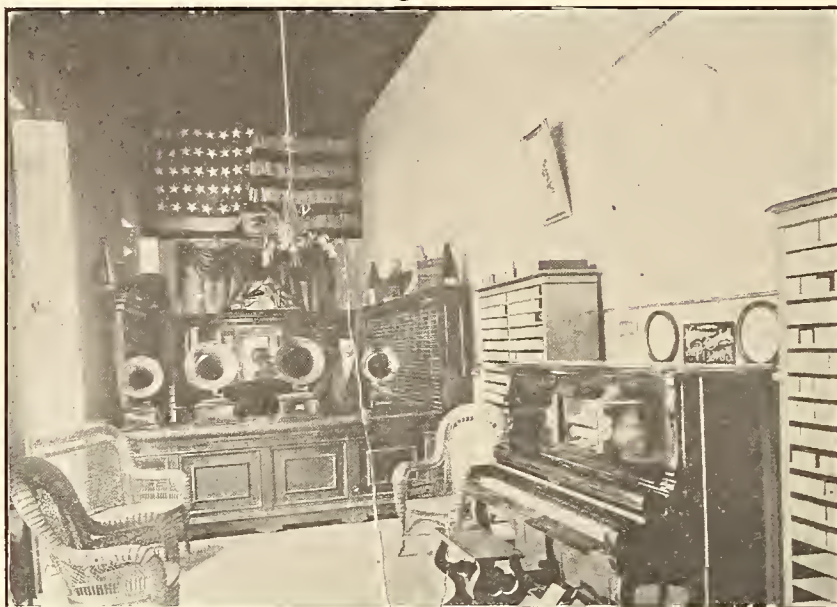
Mr. Nelson Durand demonstrated the latest improvement to the business phonograph, which consists of a neat and attractive crane detachable and quickly adjustable on the front of the cabinet holding a long, slender horn for receiving dictation which does not necessarily have to be spoken into the horn in the old method of using the speaking tube. The horn is connected to the phonograph by a ball joint, so that by a simple turning of the horn to the ear instant repetition is secured in case the dictator has been interrupted. Furthermore, the crane holds the horn in such a manner that it may be quickly swung out of the way and the cover placed on the machine.

## IMPERIAL RECORDS FOR DECEMBER.

10-in. disc; 60 cents each	
CORNET SOLOS BY BOHUMIR KRYL, WITH ORCH. ACCOMP.	
45303 The Whirlwind Polka.....	
45304 The Better Land.....	
45305 Eileen Allanna.....	
5316 The Lost Chord.....	Sullivan
BARITONE SOLOS BY FRANK C. STANLEY, ORCH. ACCOMP.	
44823 You're As Welcome as the Flowers in May.....	
45301 Two Little Sailor Boys.....	
45302 Ain't You Coming Back to Old New Hampshire, Molly?.....	
45322 The Vicar of Bray.....	Hatton
45323 God Save the King.....	
45324 Scenes That Are Brightest (from "Maritana").....	Wallace
45325 Three for Jack.....	Squire
45326 Ho, Jolly Jenkins (Friar's Song from "Ivanhoe").....	Sullivan
45327 In the Good Old Summer Time.....	Evans
45328 Yes, Let Me Like a Soldier Fall.....	Wallace
45344 The Sailor's Grave.....	Sullivan
45345 Land of Hope and Glory.....	Elger
With Piano Accompaniment.	
45317 The Song That Reached My Heart.....	Jordan
45319 My Sweetheart When a Boy.....	Morgan
45320 Chorus, Gentlemen!.....	Lohn
45321 The Beefeater.....	Darnley
TENOR SOLOS BY HENRY BURR, WITH ORCH. ACCOMP.	
45329 I'll Sing Thee Songs of Araby.....	Clay
45330 In Happy Moments (from "Maritana").....	Wallace
45331 Angels Guard Thee (Berceuse de Jocelyn).....	
With Piano Accompaniment.	
44936 While the Leaves Come Drifting Down.....	
45318 Eileen Allanna.....	
BAND SELECTIONS.	
44868 Cavalleria Rusticana (Selections).....	
44878 Largo.....	
44880 Men of Harlech—Quickstep.....	
44968 Way Down Upon the Suwanee River.....	
45310 Whirlwind Polka.....	Levy
45311 Sonelle.....	Tschaikowsky
45312 New Colonial March.....	Hall
45313 Imperial Edward March.....	Sousa
45314 A Little Boy Called Taps.....	Morse
45315 Navajo.....	Van Alstyne
45337 The Geisha.....	Jones
45338 Pomp and Circumstance March.....	Edger
45339 Cloche De Corneville.....	
45340 The Orchid.....	Godfrey
45341 Pinafore.....	Sullivan
ORCHESTRA SELECTIONS.	
44984 Vals de las Golondrinas (Waltz of the Swallows).....	
DESCRIPTIVE ORCHESTRA SELECTIONS.	
44889 President Roosevelt's Inaugural Parade.....	
44846 Down the Pike at the St. Louis Exposition.....	
45342 The Musical Yankee.....	
45343 I'm Crazy 'Bout a Big Brass Band.....	
CHARACTERISTIC SHORT TALKS.	
44850 Schultz's Trip to Chicago.....	
44851 Schultz on the "Man Behind the Gun".....	
SPECIAL CHRISTMAS CAROLS—SOLOS WITH CHOIR—ORGAN AND ORCH. ACCOMP.	
45332 O Come, All Ye Faithful.....	
45333 Christians! Awake!.....	
45334 Hark! The Herald Angels Sing.....	
IMPERIAL ORCHESTRA.	
45335 Selection of Christmas Carols.....	
BARITONE SOLO, FRANK C. STANLEY, WITH ORG. ACCOMP.	
45336 Star of Bethlehem.....	

An enormous sale has been reported by the Hawthorne & Sheble Manufacturing Co., of Philadelphia, on their new line of artistic flower horns. In these horns they have aimed to cater to a better class of trade, believing that the public would appreciate a high-grade, handsome horn of neat and attractive design.

## C. CUSTIN'S HANDSOME TALKING MACHINE STORE IN HAVANA, CUBA.



C. Custin, Havana street, No. 94, Havana, Cuba, has long been a center for talking machines, not only in the island, but for the West Indies. His establishment is well arranged, for

he is a large handler of musical instruments, and handsomely decorated. The accompanying view is that of the talking machine department of this institution.

## HERE AND THERE IN THE TRADE.

The National Phonograph Co. say: "It is with considerable satisfaction that we say that we are in splendid shape at the factory to take care of the needs of the trade. Never in the history of the phonograph has our factory been working so smoothly as it has for months past. It is difficult ourselves to believe that the output is fully 50 per cent. more than at the same time a year ago, when our entire manufacturing and selling forces were at their wits' ends to keep the trade appeased. While we are fully sold up all the time and cannot accumulate a surplus, the orders are so promptly filled that jobbers do not need to write letters begging for goods, and a world of correspondence and unnecessary work is avoided."

Next month the first series of Zonophone grand opera records will be put out by the Universal Talking Machine Mfg. Co., either "Cavalleria Rusticana" or "Faust," complete, and will run 16 records of the first named and 26 of the latter, in 12-inch size. A special 24-page bulletin, in which the scenes from the respective operas will be illustrated in half tones, accompanied by a description, will be issued in connection with each of the series.

A new edition of the numerical catalogue of records will be issued in January by the National Phonograph Co. It will be form No. 1020 and will have the January records and all changes in both domestic and foreign lists up to January 1. In addition to this numerical catalogue the company shall issue an alphabetical catalogue of domestic records to and including January. The latter is a new catalogue with the company.

J. Williams, of the American Talking Machine Co., Brooklyn, N. Y., who has invented several sound boxes of merit, is spoken of as one of the best informed men on the history of sound reproduction. His researches run back to the ancient Egyptians and his collection of data is curious and interesting.

Fred C. MacLean, general manager of the Sterling Debenture Corporation, who are marketing the securities of the American Telephone Co., New York, returned this week from a trip of several weeks' duration in the West. Mr. MacLean is giving special attention to the commercial development of the Telephonograph, work in which he is eminently successful.

On and after the first of December the general offices of the Universal Talking Machine Manufacturing Co. were removed from 28 Warren street, New York, to their factory, Camp and

Mulberry streets, Newark, N. J. The export department, under the management of F. Long, will remain permanently in New York, and at the Warren street address until the place is leased, which may be shortly, negotiations with another talking machine concern now being under way. Manager Macnabb will be in New York, between the laboratory and the downtown place, three days a week.

Well defined reports are in circulation that the final settlement of the legal controversy between the New York Phonograph Co. and the National Phonograph Co., and other Edison interests, are on the eve of definite completion. The suit has been dragging along in the Federal and State courts for years, and recently it reached a stage where the attorneys of the complainants got scrapping among themselves. The National Co. have lately secured advantages which are said will wipe the whole thing off the map in short order.

## RECORD CABINETS IN GREAT DEMAND.

Two or three years ago the sale of record cabinets was so small that dealers and jobbers did not find it advisable to carry a stock. This was not due to a lack of demand, but principally because the cabinets on the market at that time were so cheaply made that they could not be depended on, and were not worthy of consideration as cabinets.

About a year ago the cabinet field was recognized as a large and important one, and the result is that some jobbers are now carrying a stock of from one to two carloads on hand all the time, and making a special feature of this business. The Blackman Talking Machine Co., of 97 Chambers street, New York, are doing a very large business in cabinets, and have just issued a very handsome catalogue, illustrating 23 styles of record cabinets, which they furnish in either oak or mahogany. Their advertisement in this issue emphasizes the importance that is now placed on the cabinet business, and also shows the necessity of supplying the demand thoroughly.

## THE "KNOCK-DOWN" SEARCHLIGHT HORN

Our readers cannot fail to be interested in the illustration and description of the "knock-down" horn illustrated and described in the advertisement of the Searchlight Horn Co. elsewhere in this issue. It marks another step in the progress of this institution whose wares are apparently greatly in favor, judging from the constant enlargement of their establishment in Brooklyn. The demand for the Searchlight horn this winter is exceeding all expectations, according to the members of the company.



## TRADE NOTES FROM BOSTON.

Operatic Concerts All the Rage at Steinert Hall—Decorated Windows Attract Crowds—Eastern Talking Machine Co. Are Taxed to Fill Orders—Boston Cycle & Sundry Co.'s Trade System Popular—Osgood's Success—Expansion at Columbia Co.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 12, 1906.

Full operatic concerts by means of the talking machine are the hit of the town just about now. The firm of M. Steinert & Sous, Victor agents here, tried the experiment of a Victor concert of "Il Trovatore" in Steinert Hall, and had the hall packed. Since then other firms have taken the cue, and operatic concerts are to be the rage here this winter. It will make a fine advertising feature.

An enormous increase in the demand for talking machines has been noticed here since the last week in November, the approaching holidays and the suitability of these instruments for presents being the dominant factor. The demand for high-grade goods continues to increase, notwithstanding the steady inability to get a sufficient supply from the factories.

The dealers here are awakening to the fact that one way to advertise at this time of the year is to make the exterior of the store and particularly the windows as attractive as possible with wreaths of holly and evergreen, etc., and most of them are rising to the occasion with vigor and judgment.

The recently enlarged shipping facilities of the Eastern Talking Machine Co. are being taxed to their utmost because of the demand for goods for which they are headquarters. Chief among these are the Mega flower horns, the Herzog disc and cylinder record racks and the wire racks and cabinets. The recently formed department for the sale of parts, etc., is making great headway. Both the Edison and the Victor lines are being pushed with vim.

Only the fact that they haven't got room enough to do any more business prevents the Oliver Ditson talking machine department from being one of the biggest propositions in the city. Plans are under way, however, to provide additional floor space, and then there will be some humping. The Victor line is handled exclusively here, and the demand is for the higher grade of selections—grand operas going particularly well.

The fine tray system which was invented by the Boston Cycle & Supply Co. has become a big factor in the business of the dealers, great or small, and this firm is continually enlarging its facilities for the manufacture of the trays and the carrying cases for records, which it makes also. Manager Andrews is one of the greatest hustlers in the business. He is making a special effort, too, on Searchlight horns.

"The talking machine as a big business proposition" is the subject which can be dwelt upon with profundity at the store of C. E. Osgood Co. Disregarding their famous catch-line advertisement, "When in Doubt, Buy of Osgood," the members were inclined to believe at first that such a branch would not be a success, so they gave it only a limited space. Within a year it had doubled the volume of its business, the room occupied by it had been enlarged, and now the manager says, "We must have more room, for we can't handle the business in this small space." C. E. Osgood Co. are headquarters for Edison goods and also for those of the Tea Tray Co. and Hawthorne & Sheble.

The Winchell Co. have given up their wholesale business until such time as they can secure an Edison contract, then they plan to boom things. Until then they are pushing the Regina instruments of all kinds and are making a big hit with them.

At the Columbia Phonograph Co. additional salesmen have been put on, because of the increased trade, and there is a general air of prosperity. Great attention is given at this store to the window displays, the two fine windows lending themselves well to such work. It is a rare thing to go down Tremont street and not have

one's attention attracted to some unique idea in window decoration in this store. Most of the attractive ideas thus presented are due to Manager Blakeborough.

There is little doubt but that the holiday trade this year will be bigger than ever before in the history of the business. Talking machines have now come to be a necessity rather than a luxury, and the multitude of ways in which they are of service adds to the volume of trade in both machines and records.

## THE BONCI VOICE ANALYZED.

Record Manufacturers Making Overtures for the New Tenor's "Talent"—Exalted Royalty Named—Opinions of His Voice.

Competition for the control of the Bonci records is by no means tame. The representatives of the European firm controlling the record rights of Alessandro Bonci, the new tenor of the Hammerstein Grand Opera Co., New York, are evidently driving stiff bargain, comparing the recent operatic star with the emoluments enjoyed by Caruso, whose vocal outpourings are the exclusive property of the Victor Talking Machine Co., for a period of years. Naturally the impression Signor Bonci would make concerned the American record makers, and his initial appearance in "I Puritani," was regarded in the nature of a test, as the talented Italian singer has been heralded as the "man with the pipes," far and away beyond the unfortunate hero of the monkey cage episode. It is said that a royalty of \$2.50 per record has been demanded for each and every Bonci record, a price that has given pause to even the most enterprising firm of the loftiest ambition to supply the American public with the newest musical sensation. Therefore, the opinion of competent critics on the Bonci voice will be interesting, and as a contribution to the intelligence of the situation the following is quoted from the New York Tribune:

"Comparisons are unavoidable, but those who are seeking for the highest pleasures that may be found in the singing of men will probably go to hear Signor Caruso, for the sensuous charm of his voice, and Signor Bonci, for an exemplification of much finer artistic skill. In nearly all the things which enter into the art of vocalization he is incomparably finer than his rival at the Metropolitan Opera House. His tones are impeccably pure, his command of breath perfect, his enunciation unrivaled by any singer now before the local public, his phrasing also, his sense of proportion, symmetry, repose, exquisite. The voice is a pure tenor, with a tinge of that pallid quality from a love of which we have been weaned by the tenors who have won our favor since Campanini was with us, but it has a fine nobility in the highest register, and in all its phases it is as completely under his command as are the keys of the pianoforte under the diabolically ingenious fingers of Roseuthal. He achieved a triumph."

## MOON'S HOLIDAY ADVERTISING.

Charles Moon, manager of the Columbia Phonograph Co.'s store at 704 West Walnut street, Des Moines, Ia., began his holiday advertising on December 1, and the present rush of business proves the wisdom of his course. The ads. are written with special regard to the fitness of Columbia machines for Christmas presents and their general superiority as means of entertainment.

H. C. Faber, Colfax, W. Va., advertises the Victor talking machines in his locality in a very effective manner by means of cards and dodgers. His forte is quality, and he dwells upon that point in a most convincing way, emphasizing especially the work done by the great grand opera stars for the Victor. Mr. Faber handles the entire Victor line from the ten dollar machines to the Auxetophone at \$500, and also the various sizes in records.

# Save Money !!!

Write us for New Quotations on

## FLOWER HORNS

## DAUGHTY CRANES

## KOMPAKT HORNS

### THE NEW JERSEY SHEET METAL CO.

9-11 Crawford Street

NEWARK, N. J.





## “Well Bought is Half Sold”

That's a sound old business proverb.

Half of business shrewdness and success consists in buying goods which are already half sold because a demand for them has been created. People know about them, want them, are asking for them. That's just the case with

## Columbia Cylinder Records

They are *half sold* as soon as they are put in stock. Liberal advertising explains to the public *why* and *how* Columbia Records are *superior to all others*. It creates a demand for these superior cylinder records which no other make of record *can satisfy*. Those who have used Columbia Records won't thereafter buy an inferior kind. It's Columbia or nothing. And for the dealer who does not carry Columbia Records *it's* that dealer's loss.

COLUMBIA RECORDS CREATE A TRADE OF THEIR OWN, and they hold the trade they create.

People *will* have the *perfect vocalization* found only in Columbia Records.

They *will* have the only records free from harsh, scratchy noises—the Columbia.

They *will* have the record that gives the *best operatic* artists at *their best*, the *WIDEST VARIETY* of entertainment, vaudeville or operatic, such as is offered *only* by Columbia Records.

Columbia Disc and Cylinder Records fit all machines. You don't have to lose a customer because you haven't the right record.

The Columbia Record is always the *right record* for any make of machine.

Here's the summing up of the advantages of Columbia Record trade:

**BIGGER SALES, INCREASED TRADE, PROTECTED PROFITS.**

Columbia Disc or Cylinder Records, remember, fit all machines.

Get in touch with us through your jobber or direct.

### COLUMBIA PHONOGRAPH COMPANY, Gen'l

90-92 West Broadway, New York

GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE





Music Master—

“When I listen to the Columbia record, I wonder why anyone should buy the other kind.”



If you are the dealer who is not supplying the demand we have created for



## Columbia Disc Records

Then just a word with you, please.

You can make *two sales* of Columbia Disc Records where you can make but one of any other kind.

**YOU** can do it because others are doing it. At the same time you are giving your customers the best records made.

The smoothest, hardest, most durable of all Disc Records are the Columbia.

They are the most perfect in tone, articulation and enunciation; absolutely free from the grinding, scratchy, wheezy sounds which are so prominent in other records.

Here's the proposition: Sell Columbia Disc and Cylinder Records and *double your business*.

As Columbia Records fit all machines, you never have to turn away a customer because you are unable to satisfy him with a record.

One sale of Columbia Records is the germ of a profitable business. You can't sell anything but Columbia Records to those who have once used them. The dealer may say “Just *one* sale lost—that's a little thing.”

It's a *big* thing. It's a *customer* lost. The germ of a big trade lost. It's like destroying the one grain of seed corn which in the ripened ear multiplies a 'hundredfold. *The customer for Columbia Records comes back again and again and brings his friends.*

You can't know *what you lose* by not carrying a stock of Columbia Records. But you can easily *put in a stock of Columbia Disc and Cylinder Records and*

**FIND OUT HOW MUCH YOU GAIN.**

Give the jobber your order *now*, or write to us direct.

### COLUMBIA PHONOGRAPH COMPANY, Gen'l

90-92 West Broadway, New York

GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE





## BUSINESS ON BETTER FOOTING

In All Departments of the Talking Machine Industry—General Manager Geissler's Views on the Situation.

The factories in all lines are embarrassed with orders, and every facility is being employed to satisfy the demand, if only partially. To illustrate the manufacturing situation the following official statement, issued by General Manager Geissler, of the Victor Talking Machine Co., Camden, N. J., responding to an inquiry from their advertising department, reflects the general state of affairs:

"We are overwhelmed with orders. From all corners of the earth orders are pouring in upon us in such volume that we are compelled to apportion our product very carefully, and without discrimination. We must handle the distribution of the product of our factory during this temporary machine famine in a manner to acquit ourselves with unquestionable honor in the eyes of every distributor. In presenting these conditions to our distributors and dealers, you must be careful to explain to them that these partial shipments of their orders is their salvation as well as our only solution of the situation. Ask them to put themselves in our place, and reason out how in any other way we can appease the voracious appetite they are exhibiting for Victor goods. You must explain to our friends that we are doing all that we can to relieve the situation; show them in the pages of 'The Voice of the Victor' the new factory buildings under way—tell them of the increased facilities we will have for manufacturing Victors. Present these facts to our distributors and dealers in such a manner that they will be able to appreciate the subject as fully as though they were here and saw with their own eyes what we wish to impress upon them."

## THE EDISON EXCHANGE PROPOSITION.

The statement last month to the effect that the exchange proposition had been disposed of was hardly correct. It was a fact so far as the trade shipments to us were concerned, but it was far from correct as representing the situation at Orange. The men in the specially created "Exchange Department" have had the time of their lives in trying to straighten this matter out. It would be hard to imagine a greater tangle than these shipments were in early in November.

Scores upon scores of shipments arrived with one or two cases short. Such shipments could

only be set aside till the missing cases came in, and many shipments are still waiting for the missing parts. These broken up lots not only caused trouble, but they made it impossible to send jobbers and dealers credit for their shipments. Many complaints from the trade were received, but as the delay was beyond our control we could only explain the situation and ask the complainants to wait. Those still waiting will appreciate how impossible it is to send them the credit papers until we get the complete shipments. We are doing everything in our power to dispose of the whole proposition. —Edison Phonograph Monthly.

## HOUSTON A BUSY TEXAS CENTER.

Some Large Advertising Results from Discussion Over Shipments—The Annual Fall Carnival Attracted Fifty Thousand Visitors to City—Some Handsome Decorations by the Talking Machine Dealers Much Admired.

(Special to The Talking Machine World.)

Houston, Texas, Nov. 30, 1906.

This is the storm center of Texas in talking machine activity. For the past two years the trade has done heavy advertising, and sales of machines of all makes have been enormous. Although not quite as brisk trade as heretofore, no special complaints are offered. In one day last month an Edison dealer made 103 shipments. A rival disc dealer came out and asked for proof. A wager of \$100 was made, and the following Sunday all the newspapers contained three-quarter page ads. of the 103 shipments, with fac-simile letters from each of the express and railroad companies, stating how many shipments each one had forwarded on that date, the total of which made up the 103 shipments, thus verifying the claims made by the firm in its first ad. It happened to be a corporation, and each of the officers and directors signed the ad. Eight hundred dollars was spent in broadcast advertising of this matter, and it created the biggest sensation of the year in talking machine circles of Texas.

It is estimated that 50,000 strangers attended the annual fall carnival, called the No-tsu-oh (spells Houston reversed), which was held here from 12th to 17th. A great deal of decoration was indulged in by all the talking machine dealers. In addition to page ads. in the newspapers and carnival programmes, the Texas Phonograph Co. placed on all available buildings immense signs 50 feet long, with but two words, "Edison Phonographs." Together with Taylor

Bros. they had erected and obtained a permit from the City Council to erect across Main street the most gigantic sign ever seen here. One fellow said it reminded him of 23d street and Broadway, so great was the illumination. The daily papers commented on this enterprise most favorably.

## NEW COPYRIGHT BILL.

Important Circular Sent Out by the President of the American Musical Copyright League—Some of the Reasons Why Certain Sections Are Opposed.

Paul H. Cromelin, president of the American Musical Copyright League, under date of December 1, sent out the following circular letter to the trade:

"Permit us to bring to your special attention a clause in the copyright bill now pending before the Committee on Patents, which if enacted into law will be a direct blow at the owner of every piano-playing instrument, talking machine, music box or other mechanical playing instrument in this country.

"Section 1, sub-section G, is revolutionary and in violation of the Constitution of the United States, in that it extends the protection of copyright to mechanical devices which reproduce musical and other sounds, which devices belong exclusively to the domain of the patent laws. An attempt was made to convince the committee that this clause was inserted for the benefit of musical composers, but indisputable evidence was presented to prove that it was inspired by certain manufacturing interests who, through its passage, would be enabled to control the entire mechanical musical instrument trade, enriching themselves at the expense of the public by raising prices and jeopardizing the interests of independent manufacturers who have invested millions of dollars in their enterprises.

"Section 8, sub-section B, is also particularly vicious, in that it permits foreign composers to tax the American people, extending extraordinary copyright protection which they do not have in their own country, and which is not granted in any foreign country to American composers. On the contrary, the trend of legislation is in the direction of the greatest freedom to reproduce copyrighted compositions mechanically to the ear. The new German copyright law (1901), and the new British musical copyright act (1906), declare in express terms that mechanical reproductions shall not be construed to be violations of copyright.

"Modern mechanical players are distinctly American inventions. They are doing much good in an educational way, as they afford the masses an opportunity to have in their homes music which only the wealthy classes in the great cities could heretofore enjoy. The highest courts in this country and in England have decided that mechanical reproductions to the ear do not violate the copyright. We respectfully ask you to use your influence to insure to the American people not only the rights which they now enjoy, but that you will demand for them privileges equal to those enjoyed by citizens of other countries. This can best be done by using your influence in the committee to secure not only the elimination of the offensive sections now in the bill, but also the addition of an express provision such as found in the new British copyright bill, preserving to the people their liberty to reproduce copyrighted pieces mechanically to the ear.

## A CANADIAN VISITOR.

Arthur F. Tero, the Canadian manager of the Columbia Phonograph Co., of 107 Yonge street, Toronto, was a visitor to the headquarters of that company for a few days the closing days of last month. In speaking of the outlook in Canada, he said to The World: "The prospects are very bright for all classes of talking machines, and I look forward to a good fall business. The Canadians are proverbially slow in taking up anything new, but when they once get started, they go to the limit. They have just started in buying talking machines, and they will soon have the fever."

# Wells Phonograph Company

LEADING JOBBERS

## Edison and Victor Machines and Records

SOME OF OUR SPECIALTIES:

"Never Slip" Belt Dressing—  
retails 10 cents.

Tea Tray Flower Horns—  
Searchlight Horns

H. & S. Artistic Flower Horns

K. D. Record Trays and Rapke  
Labels—the only system for keep-  
ing records.

"Phono Vita"—a lubricating oil  
especially for phonographs.

A Price List Sent for the Asking

We Have An Exceptionally Fine Line of

## DISC and CYLINDER CABINETS

Write for Prices and Illustrations

45 North 9th St.

PHILADELPHIA



## PRACTICAL SUGGESTIONS AND COMMENTS.

### REGARDING PATENT EXTENSION.

We are in receipt of a letter from H. J. S., Detroit, Mich., asking if it is possible to get an extension of a talking machine patent and what it is necessary to do. In reply we may say that extensions are only grantable by special act of Congress and are very rare. An invention must be extremely meritorious and the circumstances work great hardship upon the inventor before any extension is likely to be granted. An inventor is entitled to an extension only when the rewards received by him are not commensurate with the benefit conferred by his inventive act. "The value of the invention must be demonstrated either by experience or by the nature of the process or instrument, and not rest upon any conjecture or on the mere assertion of the inventor." If the failure of proper compensation has resulted from negligence on the inventor's part, no reason exists for an extension, and the application would probably be denied.

### POLISHING AN ALUMINUM HORN.

A dealer in the South writes that he has a talking machine horn made of aluminum, and wants to know how it can be polished. One of the best methods that can be adopted for this purpose is as follows: Place in a bottle equal parts by weight of olive oil and rum. Shake until emulsified. This is used like an ordinary polishing paste. Another way is to mix together emery powder and tallow until a paste of suitable consistency for use with a rag is formed. The final polish of great brilliancy is given by using rouge and turpentine on a mop. The third method is to use Vienna chalk on chamois skin and finish with the rouge.

### AN IMPROVED HORN THE LATEST.

A horn which is intended to be an improvement on the ordinary article of this kind has been invented by G. H. Young, of Glasgow, Scotland. It is his opinion that a majority of the horns now on the market are lacking in timbre and quality and emit a metallic sound, even when provided with more or less globular enlargements between the apex and the mouth. His proposition is to so shape a horn that it is provided with a space corresponding to the human palate or to the belly of the violin, by means of which the sounds produced may be properly developed and a closer reproduction of the original obtained. In carrying out the invention the horn is provided, intermediate be-

tween the apex and the mouth, and preferably on its upper side, with a chamber which approximates in width to that of the ordinary horn and rises above the normal outline of an ordinary horn. The chamber merges by returning curves into the apex of the horn at one end, and into the mouth at the other end. Between the chamber and the actual mouth of the horn is a throat of somewhat lesser area. The mouth is elliptical, the major axis of the ellipsis being horizontal. With a view to obtaining the full effect due to the shape the horn is preferably made of thin glass.

### METHOD OF PACKING DISCS.

Dealers and jobbers in talking machines have had considerable trouble from time to time in the matter of packing shipments for transmission with care, and it is interesting to note how a correspondent of our London contemporary, the Talking Machine News, treats the subject: "In the case of single-sided records put two back to back in a record envelope—Columbia envelope preferred. Take cardboard box; put twenty envelopes in the bottom of it, lace on the top of these the records in the envelope. Put two empty envelopes over these and then two more records enclosed again in envelope back to back. As many as eighteen can safely be sent in this way. No space should, of course, be left in the box, but it should be filled up with envelopes—not shavings—or paper the size of the envelopes, care being taken not to crumple in any way. Then put cardboard box into a wooden case, which should be only slightly larger, and fill up all round with shavings. In the case of double-sided records one only should be put in the envelope. On no account should pieces of paper smaller than the record be placed between the surface of the record and the envelope, as this smaller piece of paper is sure to leave an impression on the record with the result that the record will scratch horribly."

### POSITION IN MAKING RECORDS.

A subscriber of The World in Los Angeles writes: "In the course of my business here as a talking machine dealer, I have had a number of inquiries regarding how best amateurs might make their own records, and would like a little enlightenment on the following subjects: 1. In making a record, how close should one stand in singing a solo and how close for a quartette? 2. Should one use a recording horn? 3. Should

one use different recorders for single voice, quartette and banjo music? 4. At what speed should machine run in making records? 5. Do you harden the records in any way after making them? I notice that blank records are of a lighter color than molded records.

If we mistake not, this subject has been covered in part or in whole in former issues of The World, but it will bear repeating again. Our reply, courtesy Edison Phonogram, is as follows: 1. Both should stand as close to the horn as possible without causing the high notes to blast. Professionals who have been making records for years have to experiment for distances with every master record made, and you must do likewise to get the exact information. 2. Yes, to get the best results. 3. This is done in professional record making, but unless you have had considerable experience with recorders you will probably do as well with our regular recorder. 4. 160 revolutions a minute. 5. The master records are not hardened. They are used to make molds, and from these molds are manufactured the Edison gold-molded record. This is made of a harder, darker-colored composition.

### CLOGGING OF THE SAPPHIRE.

James S. Stetson complains that after running a disc record several times the sapphire becomes clogged with small pieces of hair or wool. The remedy for this is almost obvious. The disc should be kept perfectly clean. If this cannot be accomplished by means of a camel's hair brush we would advise using recordite where the records are absolutely dirty and the tracks clogged. In the past good effects were secured by means of benzoline.

### ABOUT SPEED REGULATION.

Inquiries about speed regulation seem always "live," and we have had no less than three letters on this subject from different parts of the country within the past few weeks. In a recent issue of The World a simple but effective plan of calculating speed was mentioned, namely, to let the machine run for one and one-quarter minutes with record off, and speaker arm down. If the machine has traveled two inches in that time the speed is correct, namely, 160 revolutions to the minute. This method does away with complicated fractions, and according to those who have tried it, is absolutely correct.

### EXPERIMENT IN VIBRATIONS.

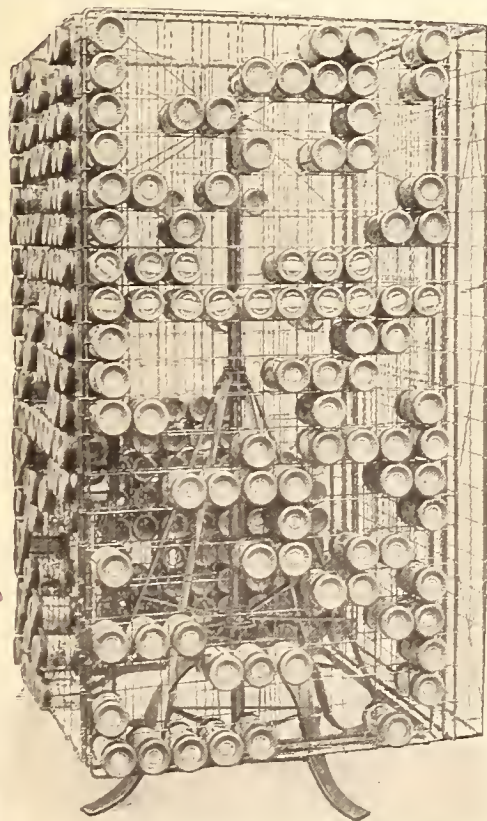
Talking machine men who are interested in acoustics and in the practical side of the business generally will be interested to know that if you strike a thin wine glass while you hold it by its stem it will emit a certain note, in most cases a pretty deep note. On approaching the glass rapidly to your mouth and shouting into it the same note as loudly as possible, the vibrations of the glass being thereby extended, it will be shattered into fragments. This used to be a favorite experiment of Lablache, the famous singer, who would thus break, one after the other, as many glasses as were handed to him.

### IMPORTANCE OF CLEANING RECORDS.

"Recordite," a new product in the talking machine field, is fast proving itself indispensable to those dealers and jobbers who have tested its value in keeping the disc stock in perfect condition. It may be said that what soap is to the body "Recordite" is to the disc. One might just as soon conceive of cleansing himself and removing all dirt lodged in the minute pores of the skin by lightly dusting with a cloth, as to think that the same process would accomplish satisfactory results with a dirty disc record. It is marvelous the amount of new life Recordite adds to old records, too. There is now a large demand for Recordite, and any dealer can make a nice fat profit by handling it. The announcement of the Recordite Co. elsewhere is worth reading.

### IMPROVEMENT ON REPRODUCERS.

Curtis A. Smith, of Elgin, Ill., is working on an improvement on reproducers for talking machines of which great things are expected. Mr. Smith was recently granted a patent on a sound modifier which is very simple. The sound,



## One Thousand CYLINDER RECORDS

That's the Capacity of

## THE MONARCH Revolving Rack

You cannot carry records as well any other way. We can hardly keep pace with the demand. Better get your order in

**NOW**

Catalogue of the complete "Heise System" of racks on application. Shall we send it?

**Syracuse Wire Works**  
SYRACUSE, N. Y.



# More Sales



More sales and profitable sales are what the average business man is seeking, and it is a fact that more sales have been made by the wise men in the trade who have handled the various products of the Regina factory this year than during any previous twelve months in the history of the music trade.

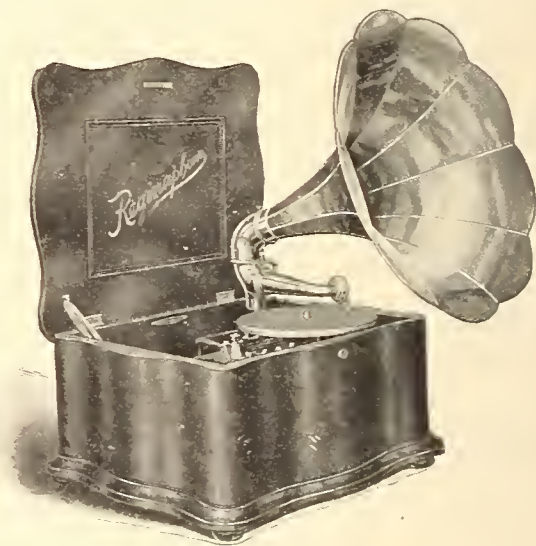
There are good reasons for this.

To begin with, the Regina Family never was so attractive as at present, and never before covered so fully every possible specialty. Each Regina product fills a certain requirement in the trade, and each special creation has a definite purpose.

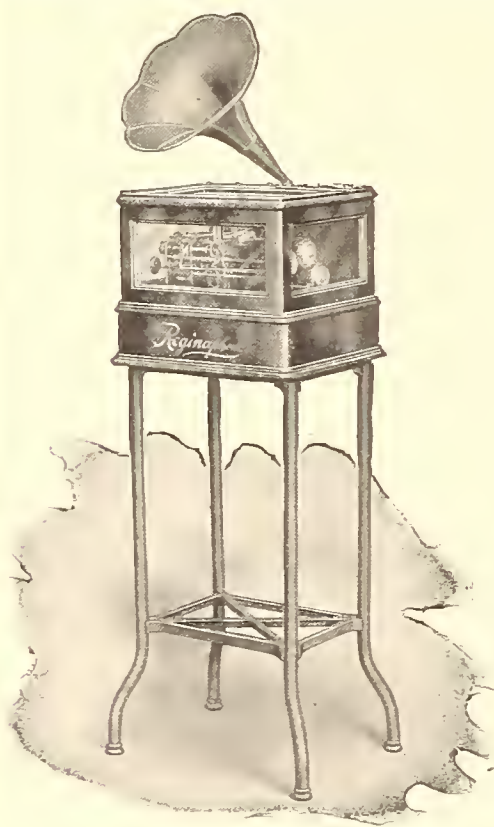
Space does not permit us to enumerate the many excellent selling qualities of the various Regina products, but here are some specialties which will be of peculiar interest to talking machine men and novelty merchants everywhere.

Do you know what the REGINAPHONE is?

If you have not seen it, you have missed a money-maker. It is a music box which plays the sweetest tunes, and a talking machine—combined. It is an ornament to any parlor, and has given intense delight to thousands of users all over the land. It is really an attractive feature in your warerooms, and many talking machine dealers have found it to be a big seller.



Another notable Regina product is a NEW AUTOMATIC REGINAPHONE which will play six cylinder records. This coin operating novelty has sprung into instant popularity, and it has been difficult to supply the demand for the machines as rapidly as they are desired by dealers to be placed in cafes, arcades, depots and all kinds of public resorts.



There is nothing like this on the market, and it has the charm of novelty together with the strength of the REGINA name.

The REGINA MUSIC BOXES—and the REGINA is the acknowledged queen of the music box family—have been found to be splendid sellers by those dealers who have exploited their merits properly.

There is no instrument to compare with the Regina for musical sweetness, and it is made in an almost endless variety of styles to suit every taste and every pocketbook.

If you have a REGINA alliance you can rest assured that your business will have an added selling strength by reason of the attractive specialties which we put forth.

We shall be glad to mail catalogues covering in detail information concerning all members of the REGINA family.

THE **REGINA** CO.

**Main Office and Factory: RAHWAY, N. J.**

BRANCHES:

Broadway and 17th Street, NEW YORK

259 Wabash Ave., CHICAGO

95 Summer St., BOSTON

Manufacturers of Regina Music Boxes, Reginaphones, Regina Chime Clocks, Reginapianos, Regina Sublima Pianos : : Also Distributors for the Victor Talking Machine Company : :



after coming from the reproducer, is sent through a tube and then into the horn. In this way the blasting and blaring which is so objectionable in many machines now is eliminated, and a soft, well rounded sound results. The shrill sound of high notes is also softened by this invention. The modifier is so constructed that by opening a valve the sound goes straight to the horn, without going through the tube. His reproducer is more complex, and, owing to the fact that patents are pending on it, Mr. Smith is keeping its construction a secret. He has a model of it completed, and in connection with his modifier it produces ideal music.

### ACOUSTICON USED IN CONGRESS.

Invention of K. N. Turner, of New York, by Which Members Will be Able to Sit in Their Offices and Hear All the Debates in the House—Herbert Parsons Its Sponsor.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 8, 1906.

Representative Herbert Parsons, Chairman of the New York County Committee and the successor of B. B. Odell as the Republican boss of New York State, made a speech in the House yesterday two hours after the House had adjourned. The purpose was to test an acousticon placed on the Speaker's desk and connected by wire with the room of the Committee on Ways and Means.

The experiment was a great success, and Eliot Woods, the architect of the Capitol, will install 24 acousticon in the House and connect it with the new office building more than a block distant. By this means members will be able to sit in their offices in the new building and hear all the debates in the House.

The acousticon is the invention of K. N. Turner, of New York. It is a black disc resembling the ear piece of a telephone and about as big around as a tomato can. The instrument is much more sensitive than the telephone, and records and multiplies every sound. The sound is delivered through an ear piece something like a telephone ear piece. If wished, the acousticon will spout out the conversation through a horn in a tone clearly audible in a large room; by simply turning a switch the sound is muffled so that it can only be heard through the ear piece.

Mr. Turner is also the inventor of the dictograph, which he has installed in the office of Mr. Woods in the Capitol. This is on the same principle as the acousticon. It is connected by wires with the desks of stenographers, clerks

or secretaries in other rooms. A person talks in an ordinary tone of voice in any part of the room, and the sound is transmitted to the person for whom it is intended. A conversation can be carried on, as there is a horn attachment to the dictograph. It is similar to a telephone, except that it is not necessary to talk into a transmitter nor hold an ear piece to the head.

### A "TALKER" ENTHUSIAST

Is Napoleon Washington Williams, Who Is the Owner of 11 Machines and 4,500 Records.

Some persons might think that Napoleon Washington Williams leads a lonely existence in the big three-story brick house at the southwest corner of Greene and Apsley streets, Germantown, Pa., of which he is the sole occupant. But Mr. Williams says he never experiences a sense of solitude.

Why should he when, at a moment's notice, he can secure for his amusement the greatest singers in the world, the most famous musical organizations of the present time, the comedians and vocal entertainers of all degrees and conditions? That appears to be the philosophical view which Mr. Williams takes of his hermitage.

Mr. Williams, who is past the allotted three score and ten years, may not have the personal acquaintance of the famous opera singers, and others who help him while away the long hours of the day and night, but that he has been entertained by them, and in his own house, too, more frequently than any other individual in Philadelphia is a certainty. He enjoys their company through the medium of the phonograph.

In 1890 Mr. Williams first listened to a talking machine. He liked it and bought one. Then he bought another. As the new makes were placed on the market he added one of them to his collection, until now he is the happy possessor of eleven machines and 4,500 records.

These records include every variety of canned sound, from the minstrel monologist's humorous vociferations to the soul-inspiring compositions of the great masters. Mr. Williams possesses a breadth of appreciation seldom contained in the individual make-up. Hence his unusual assortment of talking machines and records.

Nor is he content with the amplitude of his present collection. He is constantly adding to it, and hopes to make it the greatest of its kind in the world.

Being something of an inventor, Mr. Williams

has improved on many of his talking machines. He has devised a number of sound chambers which, he says, make for purity of tone and increase the value of the machine. His inventions, however, are not for sale. He uses them principally for his own enjoyment, but many of his acquaintances who possess talking machines benefit by his ingenuity.

"No; the neighbors don't object," said Mr. Williams in answer to a query as to whether there had ever been any complaints concerning the continuous operation of the phonographs.

"Why," he continued, "I have seen as many as eighteen baby coaches in front of my house while the machines have been working, and children frequently line-up on the sidewalk to enjoy the music."

"Often, when the neighbors have company they come to me and ask me to start the phonographs going. In summer time I have had a machine at the front window, another at the back window, and a third at the side window, all going at the same time. The neighbors appear to enjoy it."

### HAYNES BUYS OUT MAGRUDER

In Richmond—Adds Zonophone Line to Stock—Delighted With Richmond—Business Outlook Good With This Progressive Dealer.

(Special to The Talking Machine World.)

Richmond, Va., Dec. 7, 1906.

C. B. Haynes has purchased the entire stock of Magruder & Co. at 729 East Main street and added it to his already complete store at 602 East Main street. This makes Mr. Haynes one of the largest exclusive talking machine dealers in the South. The Magruder Co. was formerly the Ray Co., and was for a long time managed by C. D. Warren.

It will interest the many friends of Mr. Haynes to learn that he is delighted with Richmond and considers it one of the best distributing points in this section of the country—it is the gateway to the South.

Mr. Haynes has also added to his extensive Edison line the Zon-o-Phone machines and their entire catalogue of 10-inch disc records.

Business with Mr. Haynes is simply immense, and he expects this activity to continue for some time to come.

### THOS. C. HOUGH'S NEW STORE.

(Special to The Talking Machine World.)

Minneapolis Minn., Dec. 8, 1906.

J. W. Jones, formerly manager of the talking machine department for William Donaldson & Co., has become manager of the new store just opened in the Orpheum Theater Building, 27 South Seventh street, by T. C. Hough, the oldest and best-known Edison dealer and jobber in the Twin Cities. The new store will have a complete stock of both Edison and Victor machines and records, and the best facilities for displaying and hearing the same. Mr. Hough has purchased the complete stock of William Donaldson, who has discontinued the talking machine business.

### EDISON OPENS RECORDS FOR FEBRUARY.

Supplement No. 5, of Edison grand opera records, which will be shipped in time for delivery before January 28, 1907, include the following selections:

- B. 41—"Nobil donzella." "Gil Ugonotti" (Meyerbeer)  
Sung in Italian, orch. accom. ....  
By Mario Ancona, Baritone
- B. 42—"Guardate, pazzo son." "Manon Lescaut" (Puccini)  
Sung in Italian, orch. accom. ....  
By Florencio Constantino, Tenor
- B. 43—"Gebet, "Allmächtige Jungfrau." "Tannhäuser"  
(Wagner) Sung in German, orch. accom. ....  
By Mme. Rappold, Soprano
- B. 44—"Bello siccome un angelo." "Don Pasquale"  
(Donizetti) Sung in Italian, orch. accom. ....  
By Antonio Scotti, Baritone
- B. 45—"Willst du jenes Tags." "Der Fliegende Holländer"  
(Wagner) Sung in German, orch. accom. ....  
By Alois Burgstaller, Tenor

J. Frank Stanton is the latest addition to the traveling staff of the National Phonograph Co., and will look after trade in Delaware, Maryland, West Virginia and Virginia. Mr. Stanton was formerly a dealer at Bridgeport, Conn.

Write at once for circulars of

# RECORDITE

IT

Cleans, Preserves, Polishes and Lubricates  
DISK TALKING MACHINE RECORDS

Stops that Scratching Sound  
Keeps Tone Clear and Brilliant

**RECORDITE CO.**

1907 Park Ave.

New York City



**They Make**



**While You  
Sleep . . . . .**

They make money---big money. The Pianova Coin Operated Players contain special features which lift them above the ordinary coin operating machines. They are an attraction to every cafe or public place.

Manufactured in 44 and 65 note, with or without nickel-in-the-slot attachment.

The agency for this player is at once the best kind of a money-making proposition for the dealer. The business blends perfectly with talking machines, and dealers will find it to their advantage to correspond with us.

The sooner you get in touch with our proposition the sooner you'll be increasing your income.

---

**THE PIANOVA CO.**

117-125 Cypress Avenue

New York City



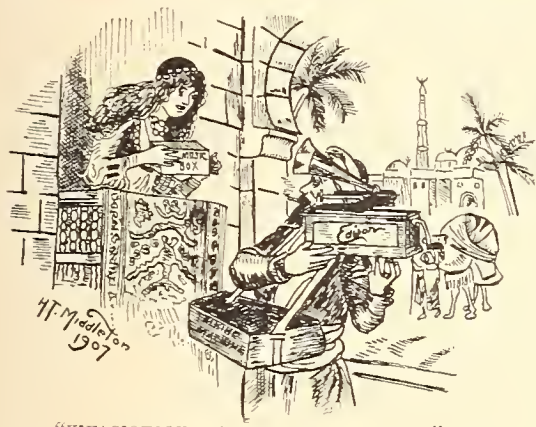
## THE TALKING MACHINE IN EGYPT.

Also a Short Talk on the Attitude of the Press  
Toward the Talking Machine.

The ever-increasing popularity of the talking machine is given no better demonstration than that of its presence in the countries considered somewhat slothful by us strenuous Americans.

A friend of mine fresh from a tour of the Holy Land informs me that he was astonished at the number of talking machines he encountered while on his trip. In Cairo especially it was looked upon as a thing of wonder and enjoyment. He spoke of an Egyptian vender who went about the streets with a phonograph strapped on in front, pausing wherever he found an audience to play some selection which he thought might delight his hearers to the purchase point.

"The last I saw of him," said my friend, "he was explaining the wonders of his instrument to a demure little maid, who, leaning from a



balcony with an antiquated music box in her dainty hands, was vivaciously dickering for a trade."

I simply mention the above to show that the talking machine is gaining prestige so fast that ere long even the most skeptical will be forced to admit that it is an instrument of merit and not a toy or mere mechanical wonder.

I fail completely to understand why so many people of intelligence, and particularly the gentlemen of the press, continue in their apparent ignorance of the great improvements that have taken place in the talking machine during the past few years. In one of the leading magazines for November, 1906, there was published a lengthy article entitled, "The Phonograph," which ended as follows: "The graphophone possesses the same essential principles of the phonograph, the greatest difference being that it employs a wax-coated cylinder of pasteboard instead of one of all wax." Note the positive absurdity of this statement, and yet it was probably written conscientiously and with no intention to be inaccurate. There is nothing that is hurting the talking machine industry more at the present time than newspaper and magazine articles written by people who do not know their subject thoroughly and who consequently make gross mis-statements. And there is no excuse whatever for

this, because in the very magazine from which the above quotation regarding the graphophone and phonograph was taken, there appeared a well-written advertisement which explained in a clear and pleasing manner the up-to-date talking machine and records. However, the time is not far off when this greatest instrument of modern times will become so necessary as well as entertaining that even these gentlemen of the press will brush the cobwebs from their brains and learn with surprise that graphophone records are not pasteboard.

The whole world is recognizing the talking machine. Not only does the Egyptian vender appreciate its value and laud its name through the streets of Cairo, but even the African chieftain hears his favorite war song chanted by his warriors through the horn of the talking machine, and I am willing to wager my worldly goods that to-day he is in closer touch with the workings of both machines and records than some of our learned American journalists.

This state of affairs is sad but too true.

HOWARD TAYLOR MIDDLETON.

## OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines  
Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 10, 1906.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

## NOVEMBER 12.

Batavia, 11 pkgs., \$786; Berlin, 233 pkgs., \$1,930; Bombay, 11 pkgs., \$313; 6 pkgs., \$124; Bradford, 77 pkgs., \$494; Buenos Ayres, 8 pkgs., \$461; Callao, 9 pkgs., \$359; Cienfuegos, 12 pkgs., \$158; Colon, 5 pkgs., \$271; Corinto, 10 pkgs., \$212; 7 pkgs., \$505; 3 pkgs., \$196; Hamburg, 1 pkg., \$100; Havana, 10 pkgs., \$202; Havre, 7 pkgs., \$302; La Guayra, 8 pkgs., \$100; Leeds, 97 pkgs., \$624; Liverpool, 4 pkgs., \$490; London, 14 pkgs., \$745; 3 pkgs., \$427; 2,256 pkgs., \$21,027; Manchester, 189 pkgs., \$1,128; Melbourne, 5 pkgs., \$203; Milan, 20 pkgs., \$1,089; Newcastle, 82 pkgs., \$544; Rio de Janeiro, 6 pkgs., \$281; Sheffield, 57 pkgs., \$362; St. Petersburg, 10 pkgs., \$346; Vienna, 10 pkgs., \$336.

## NOVEMBER 19.

Antwerp, 27 pkgs., \$1,721; Auckland, 3 pkgs., \$230; Bangkok, 1 pkg., \$122; Barcelona, 5 pkgs., \$96; Berlin, 245 pkgs., \$2,058; Belfast, 31 pkgs., \$221; Bombay, 3 pkgs., \$120; Bradford, 52 pkgs., \$331; Bristol, 25 pkgs., \$164; Buenos Ayres, 29 pkgs., \$1,588; Cardiff, 8 pkgs., \$300; 51 pkgs., \$347; Demerara, 1 pkg., \$400; Glasgow, 37 pkgs., \$349; Guayaquil, 2 pkgs., \$112; Havana, 20 pkgs., \$497; 10 pkgs., \$385; Leeds, 97 pkgs., \$620; Liverpool, 198 pkgs., \$1,263; London, 53 pkgs., \$8,000; 38 pkgs., \$2,691; Manila, 9 pkgs., \$641; Manchester, 159 pkgs., \$962; Newcastle, 81 pkgs., \$531; Para, 13 pkgs., \$610; Southampton, 34 pkgs., \$2,782; Singapore, 32 pkgs., \$1,870;

Sheffield, 56 pkgs., \$354; St. Petersburg, 19 pkgs., \$940; Sydney, 140 pkgs., \$2,090; 453 pkgs., \$18,562; Tampico, 11 pkgs., \$168; Valparaiso, 18 pkgs., \$186; Vienna, 47 pkgs., \$628; Yokohama, 18 pkgs., \$1,400.

## NOVEMBER 26.

Acajutla, 5 pkgs., \$131; Berlin, 235 pkgs., \$1,691; Bombay, 37 pkgs., \$608; Bradford, 23 pkgs., \$148; Bristol, 40 pkgs., \$567; 60 pkgs., \$438; Brussels, 85 pkgs., \$610; Calcutta, 11 pkgs., \$425; Cardiff, 50 pkgs., \$323; Glasgow, 81 pkgs., \$1,237; 33 pkgs., \$928; Guayaquil, 1 pkg., \$121; Havana 10 pkgs., \$423; 5 pkgs., \$123; 31 pkgs., \$433; Havre, 18 pkgs., \$835; Hong-Kong, 4 pkgs., \$160; Hamburg, 12 pkgs., \$89; La Guayra, 3 pkgs., \$117; Leeds, 95 pkgs., \$623; Lodz, 6 pkgs., \$128; Liverpool, 192 pkgs., \$1,215; London, 67 pkgs., \$5,028; 77 pkgs., \$1,782; 2,185 pkgs., \$18,500; Manchester, 157 pkgs., \$949; Milan, 5 pkgs., \$132; 12 pkgs., \$213; Newcastle, 81 pkgs., \$522; Rio de Janeiro, 6 pkgs., \$102; Santos, 9 pkgs., \$110; Shanghai, 74 pkgs., \$309; Sheffield, 55 pkgs., \$354; St. Petersburg, 47 pkgs., \$2,526; Vera Cruz, 8 pkgs., \$132; 13 pkgs., \$840; Vienna, 45 pkgs., \$2,069; Warsaw, 9 pkgs., \$304.

## DECEMBER 3.

Berlin, 270 pkgs., \$3,183; Bradford, 96 pkgs., \$592; Bremen, 2 pkgs., \$100; Brussels, 85 pkgs., \$610; Buenos Ayres, 102 pkgs., \$5,384; Campeche, 2 pkgs., \$244; Cardiff, 50 pkgs., \$312; Christiania, 5 pkgs., \$174; Cienfuegos, 23 pkgs., \$426; Colon, 2 pkgs., \$130; Corinto, 11 pkgs., \$160; Hamburg, 5 pkgs., \$220; Havana, 7 pkgs., \$224; 12 pkgs., \$334; Havre, 102 pkgs., \$638; Leeds, 30 pkgs., \$246; Limon, 7 pkgs., \$290; Liverpool, 310 pkgs., \$1,931; London, 25 pkgs., \$1,875; 2,045 pkgs., \$22,513; 5 pkgs., \$1,135; Manchester, 176 pkgs., \$1,022; Newcastle, 13 pkgs., \$112; Rio de Janeiro, 27 pkgs., \$378; St. Petersburg, 27 pkgs., \$899; Tampico, 2 pkgs., \$173; Valparaiso, 4 pkgs., \$480; Vera Cruz, 25 pkgs., \$1,036; Vienna, 28 pkgs., \$724; Warsaw, 9 pkgs., \$332.

## RECEIVER FOR ILSSEN &amp; CO.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 8, 1906.

Judge Littleford in the Common Pleas Court of Hamilton County, Ohio, on the petition of George Ilsen, has appointed Scott Bonham receiver for the business of Ilsen & Co., the well-known Edison jobbers at 2537 West Sixth street. He gave a bond for \$33,000 covering the estimated value of the assets. The business is being continued by the receiver.

The business troubles of Ilsen & Co. were brought about through some differences between George Ilsen and his brother Oscar. The former claims that the latter has not furnished sufficient capital, and moreover opinions differed as to the methods of conducting the business. While the liabilities are large, it is claimed that the assets will be ample.

Everything points to a big winter trade in "tireless musicians" ("talkers").

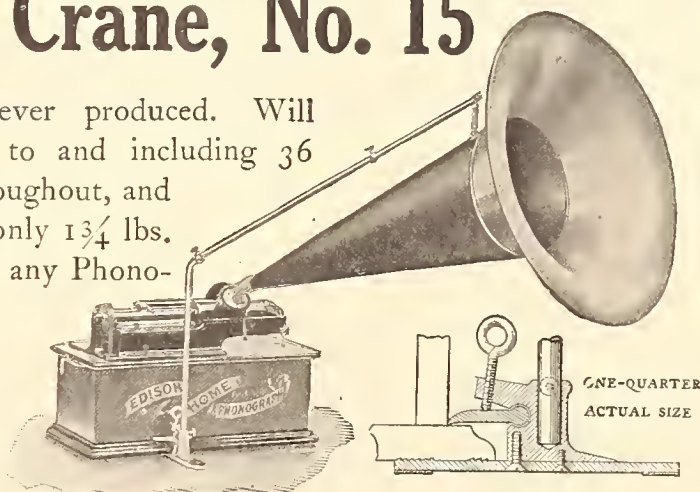
## Rapke Horn Crane, No. 15

**S**IMPLEST and best ever produced. Will support any horn up to and including 36 inches. Is nicked throughout, and fits into small space. Weighs only 13 1/4 lbs. Can be attached in an instant to any Phonograph without injury to cabinet.

**RAPKE HORN  
CRANE, No. 15**

PATENTS PENDING

PRICE, - - \$1.50



## Mr. Dealer!

are you using the RAPKE Labels for Edison and Columbia XP Records; Trays, regular and folding? If not, consult at once

## YOUR JOBBER

SAMPLES OF LABELS FREE.

As soon as you adopt this system, your profits increase. It costs you nothing to try.

If your jobber cannot supply you, write to

**VICTOR H. RAPKE, Mfr., 1661 Second Av., New York**







## PECULIAR LAWS IN TEXAS.

Chicago and New York Jobbers Have Had Bad Luck Shipping Goods to Unreliable Dealers—Trade Not Quite as Good as Last Year—No Talking Machine Exhibits at the 'Recent National Fair—Appreciation of H. M. Holleman—Other News of Interest.

(Special to The Talking Machine World.)

Sau Antonio, Texas, Dec. 1, 1906.

Although the winter season has opened well, business is not near as brisk as last year this time. This is a mystery to most dealers, since it is a well-known fact that good times prevail over the entire State. It may be by reason of the fact that a large number of new dealers have opened up, thus causing additional competition and a consequent division of business generally. There are now eleven dealers in Sau Antonio, and it is reported another jobber will open here soon.

Mr. Leeds, of Leeds & Catlin Co., New York, passed through here recently en route home from a successful trip to the Pacific Coast, where he states trade is booming.

C. W. Noyes, of Chicago, representing Hawthorne & Sheble Manufacturing Co., called on the trade throughout Texas last month.

M. A. Grant has opened a talking machine store in Galveston under the name of Unique Talking Machine Co., handling the Hawthorne-Sheble line.

Chicago and New York jobbers have had bad luck shipping goods to unreliable Texas dealers, and considerable has thus been lost. Under the Texas laws merchandise cannot be attached, and when shipment is made and goods get in a dealer's store it is apparently up to him whether or not he cares to pay for them, so far as forcing settlement by law is concerned. One Texas jobber states that he has 52 bad accounts on his books for past twelve months, some of the dealers actually defying him to collect the bill. In one instance gun-play came nearly into a mix-up, but the jobber lost out, and although he has a judgment against the merchant he cannot touch any of his goods nor his \$10,000 residence, Texas homestead law making it exempt.

At the recent International Fair held here none of the dealers made a talking machine display. Last year five dealers exhibited. Thousands of country people came into the city, and it would seem as if there were plenty of opportunities to sell talking machines.

When talking machine men like H. M. Holleman, president of Texas Phonograph Co., get to making speeches the papers marvel. Here's what the Houston Daily Post of recent date says:

"A speech by H. M. Holleman upon the subject of 'Publicity,' delivered recently at a meeting of the South and Southwest Texas Industrial Development Association, held in Yoakum, attracted considerable attention, inasmuch as it embraced some pointed ideas, and new methods of publicity. He advocated various kinds of publicity in special cases, but stated that for steady results, general publicity and actual solid returns nothing compared with the daily paper and nothing ever would. He stated that the person who did not get results from advertising in the daily papers did not rightly utilize the space he purchased. The right kind of copy will, in every instance, bring the results. The advertiser might as well learn that indiscriminate advertising is like indiscriminate purchasing, generally useless.

"Mr. Holleman is not a theorist, but a practical advertiser. Three years ago when he came to Texas and advertised Sylvan Beach extensively its patronage increased marvelously. He then began a systematic and extensive campaign of publicity for the Texas Phonograph Co., of Houston, exploiting the Edison phonograph. Two years ago there were only a few of this type of machines in Texas. To-day there are thousands as a result of the advertising they did. Many a Texas merchant can learn a great deal by investigating the success of these peo-

ple. The company has paid 3 per cent. quarterly dividends regularly and last year passed over to the surplus account several thousand dollars. They are shipping hundreds of machines every month. On one day last month their shipments ran up to 103. Mr. Holleman saw the force of such an argument, immediately engaged nearly a page of space in this paper and let the world know about it. In order that no one could doubt the accuracy of the claims, he secured receipts from the express companies, had facsimile etchings made thereof and included these in the ad., giving additional strength.

"With the bountiful crops just harvested in Texas advertisers can certainly get results now and no mistake will be made in using large space, is the opinion of Mr. Holleman."

## THE PETMECKY MULTI-TONE NEEDLE.

Arrangement Made to Expand the Business Materially—Headquarters Now Located at New York Life Building, Kansas City.

(Special to The Talking Machine World.)

Austin, Tex., Dec. 9, 1906.

The great demand for the Petmecky Multi-Tone Self Sharpening Talking Machine Needle (upon which United States patent has been allowed and foreign patents are pending), has made it necessary to increase the facilities for its manufacture and distribution, and to that end the Petmecky Multi-Tone Self Sharpening Needle business, and the patent on the needle for the United States and all foreign countries have been sold by Mr. Petmecky to strong Kansas City, Mo., interests, and hereafter the sale and distribution of the needle will be from the general offices of the Petmecky Co., Suite No. 505-506-507, New York Life Building, Kansas City, Mo., to which address all orders and communications from now on should be sent.

As the factory output of these needles will forthwith be materially increased, all orders for needles hereafter will be completely and promptly filled, thereby relieving the dealer from the delays which have so often occurred in the past. The standard quality which has always been one of the strong points of the Petmecky Multi-Tone Needle since its introduction will be maintained.

At the fair recently held in San Antonio, Tex., there was exhibited the Dubinski automatic phonograph, a talking machine contrivance for use in public places. These phonographs are made in San Antonio.

## McGREAL BROS.' GREAT BUSINESS.

Selling from Forty to Seventy-Five Machines a Day—Higher Priced Instruments in Demand—Senator Spooner's Purchase.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 7, 1906.

L. E. McGreal, of McGreal Bros., in talking about trade conditions to-day, said: "Our business is very good indeed, both wholesale and retail; in fact, our wholesale business is much stronger at this time than we expected it would be, as we were not looking for any especial rush until about the 10th or 15th. Since the first of the month, however, orders have been piling up on us at the rate of 40 to 75 machines a day, and large quantities of records. Our trade seems to be running altogether to the higher priced instruments, both Edison and Victor, and we can notice that the more wealthy class of people are beginning to realize the advantage of talking machines for home entertainment."

McGreal Bros. had the good fortune to sell Senator John C. Spooner a \$100 outfit a day or two before he left for Washington.

Will Hope, representing the National Phonograph Co., was in Milwaukee this week. He reported business as excellent all through Wisconsin and the Northwest.

## SELLING MACHINES IN SMALL TOWNS.

Several of the large talking machine dealers have taken up the question of the wisdom of selling machines and records in districts in which there is no dealer through the medium of local agents on a commission basis. Under existing contracts with some of the companies this method of doing business is practically prohibited, as they are not allowed to make any rebates. But they believe that if they could follow out their business on this line they could greatly increase their sales. A New Jersey dealer has been making a bid for business by giving concerts at the various homes in his locality, and says that when he has once got a family thoroughly interested in a talking machine as an entertainer the rest comes so easy that it seems a shame to take their money.

The board of governors of the Vienna Conservatory have arranged for a library of talking machine records made by the pupils of each graduating class who have won prizes for the work in the conservatory. Voices of many ex-students who have become prominent will also be placed in the collection.

# WRITE US FOR PRICES ON CRANES STANDS AND HORNS

We can give Interesting Prices and can make Immediate Shipment.

ECLIPSE PHONOGRAPH CO.  
203 WASHINGTON STREET, HOBOKEN, N. J.



## THE OLD AND THE NEW METHOD

Of Carrying a Record Stock Discussed by J. Newcomb Blackman Who Speaks Further of the Necessity of Up-to-Date Equipment.

In a recent interview with J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., the subject of the necessity of a proper system for carrying records was discussed, and Mr. Blackman gave his experience as follows:

"When I first started in the talking machine business in 1897 a record catalogue was issued, but to find a dealer who carried a complete catalogue stock was like looking for a four-leaf clover. We used to carry our records in peg boxes, offering a selection of bands, orchestras, vocal solos, etc., and a customer did not consult a catalogue as a rule. It was a case of looking over the dealer's assortment and making a choice accordingly. This plan continued very largely until the introduction of the dealer's contracts, which made it impossible to offer any price inducements, either by a cut in price or otherwise, and by the time the moulded record was placed on the market, the public expected and were satisfied to pay the restricted price. They were satisfied not only because they knew they were buying at rock bottom prices, but the quality of the goods proved that they were getting full value.

"It was realized by the dealer as well as the public that competition must exist, however, even in the face of restricted prices, and enterprising dealers, therefore, knew the advantage a dealer, who carried a complete stock, would have over a competitor who had only a small part of the catalogue. It was natural for the record buyer to give his patronage to the dealer who offered him a complete catalogue stock to select from. The service cost no more, and the record was purchased for the same price. The increased demand, together with the larger stocks necessary, soon gave the successful dealer confidence, and the old plan of stocking records is now as much a back number as one of the records of that time would be if offered for sale at the price of a moulded record. A customer now buys his records very much as he asks for a railroad ticket. He does not expect any special price, but he does insist on your having what he calls for and without delay.

"I have carefully watched the success of our dealers in the last two years, and almost, without exception, found that a dealer, carrying a complete stock and using a system, whereby all records are in numerical order, so that any number can be found immediately, or the customer informed that it is not in stock, he has made steady progress, and usually at the expense of other dealers in his locality who did not adopt up-to-date methods. It has also been proven that the use of record labels, containing the number and name of the record selection on the front of wire racks, or record trays, not only removes the desire to put off ordering records, but really makes it a pleasure, for every vacant space, together with the label, tells the complete story. It also provides a wall catalogue and encourages the customer to purchase records, which his eye might not locate in the catalogue. A system of carrying records, together with the attractive appearance of a store always wins with the customer, and the dealer who uses every spare moment in learning every point regarding machines and records he sells, enjoys the confidence of the prospective customer.

"In most cases where dealers accuse their competitors of using unfair methods and cutting prices, their principal argument has been the loss of a certain sale that they think they should have made. They do not seem to realize that the impression that they make on the prospective buyer not only by their remarks, but by the appearance of their store and their methods, either encourages or discourages a purchase. The sooner the dealer realizes that, to get the full benefit of his profit which the price restriction is intended to give him, he must give his customer

a full measure of service, his sales will increase and his complaints will be less. My policy as a jobber is not to simply sell a dealer as much as possible, but help him in turn to get his profit, for it is the continued patronage that insures success.

"Dealers and jobbers are selling restricted goods, and the service is what counts. The jobbers that are giving the best service are reaping the benefit, and in a town where there are several dealers, the up-to-date ones, who are always awake to use a method that insures the best service, are making fast inroads on the business of their competitors. The talking machine business is a paying one, but a dealer who expects to make a big success must not overlook any small details that will cause his customer to go elsewhere."

## TWENTY-TWO STORES IN TOLEDO.

A City Well Provided With Talking Machine Establishments—Berdue's Clever Window Display—Concerts Much in Vogue.

(Special to The Talking Machine World.)

Toledo, O., Dec. 8, 1906.

Complaints are being heard among talking machine dealers here regarding the overcrowded condition of that field. Despite the fact that there are already twenty-two stores in the city, more than in any city of much greater population, there are rumors that a new store is about to be opened. At present, however, despite the number of dealers in the field, business is reported as being very good.

C. E. Berdue, who has a store on Cherry street, has attracted considerable attention recently through the handsome window displays he arranges. He changes them frequently, and keeps the public wondering what next.

The J. L. Flanery Piano Co. have built up a great business, aided largely by their plan of giving talking machine concerts in their hall, which are always well attended.

The Whitney & Currier Co. are also giving a series of "talker" concerts on the fourth floor of their building, where a hall has been arranged, and called the Victor Concert Hall. The concerts will be held every afternoon.

## NEW USE FOR TALKING MACHINE.

That the talking machine may be used as a means of livelihood very satisfactorily, even without the elaborately decorated environment of an arcade, is proven by a negro couple who may be seen on the central west side almost any evening. The man, who is blind, carries the large machine and horn, together with a number of records. When a suitable corner is reached his wife places the machine on the pavement, adjusts the horn, and puts on a record, which, by the way, represents the latest and best selections, and a large crowd is immediately attracted by the music. The man extends his hat for contributions, which are generally quite liberal. When the prospect of more money ceases to be evident the woman packs up the apparatus and her husband carries it to a fresh locality. The couple say they make an excellent living out of it, and incidentally raise themselves above the rank of ordinary mendicants.

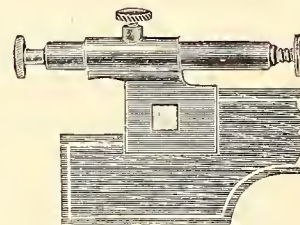
Grand opera artists visiting New York these days are enthusiastic over the talking machine.

The Theo. F. Bentel Co., of Pittsburg, Pa., who have been prominent in the talking machine business for the past ten years, state that they were the first to receive and show samples of both the Victor Auxetophone and the Victor Victrola in that city.

We are advised by the Gramophone & Type-writer, Ltd., London, that a statement made in The World to the effect that they had taken the agency for the Searchlight horn for Europe is incorrect.

## JUST OUT PRUDON'S STOP GAUGE

For Phonographs.



An attachment for repeating Records from the exact place where the piece begins. Nothing better for Dance Music.

Home and Standard.

Price 75c.

Triumph, - "\$1.00

Patented Sept. 5, '05.

In ordering state if Old or New Models. Dealers and Jobbers Supplied.

L. T. PRUDON, Mfr., 921 Demott St., W. Hoboken, N. J.



## IF YOU

Are looking for the Best in Band Instruments

it may interest you to know that hundreds of American Musicians are patronizing

The House of York

with eminently satisfactory results.

The above-named firm manufactures nothing but the Very Best that is produced in the brass instrument line, and its productions include not only Cornets, but Trumpets, Horns, Trombones, Tenors, Baritones, Bases of all kinds, and even Drums, which the firm is now featuring with unprecedented results.

A very handsome Illustrated Catalogue of the York Instruments will be mailed free of charge to any one requesting it; also catalogues of Music for Band or Orchestra, each containing sample parts for Cornet or Violin, as the case may be. Simply write your request, with correct address, on a postal card directed to

J. W. YORK & SONS  
GRAND RAPIDS, MICH.

## STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.



THE BAUER CO., 1410 North Sixth Street, Philadelphia, Pa.

60 YEARS' EXPERIENCE

# PATENTS

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Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

## Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York  
Branch Office, 625 F St., Washington, D. C.

## THE NEW Imperial Records

RECORDED IN EUROPE

Are Meeting With Marked Success \$1.00 and \$1.50 Each

SEND TO-DAY FOR CATALOGUE

LEEDS & CATLIN COMPANY

New York



## THE NATIONAL PHONOGRAPH CO.'S RECORDING DEPARTMENT

Said to Be One of the Best Equipped Departments of Its Kind in the World—A Description That Will Doubtless Interest Lovers of Talking Machines.

One of the most interesting parts of a talking machine factory is the recording department, and that of the National Phonograph Co., specially equipped with the latest appliances in the Knickerbocker Building, Fifth avenue and 16th

street, New York, is spoken of as a model. From The Edison Phonograph Monthly's description of the plant the subjoined facts are gleaned: "We believe that it is beyond a doubt the finest and most completely equipped recording plant in the

world. It was built especially for the uses of our department. It comprises a suite of ten rooms, each arranged for some special feature of the department's work. A handsomely furnished reception room is finished in hardwoods. Expensive rugs cover the floor and interesting pictures hang on the walls. One of the latter is a mammoth frame containing the photographs of all the Edison talent.

"The first door on the left opens into the private office of Walter H. Miller, manager of the department. Mr. Miller entered the employ of Mr. Edison when the latter built his laboratory at Orange, N. J., nearly twenty years ago. He has since been continuously in the service. He has taken part in all of the important experimental work in record making at the Edison laboratory. Few men in the harness to-day have had as many years' experience in record making as he, and none in the entire world are better informed on the subject. Rugs, mission furniture, a handsome desk and more pictures of special interest comprise the room's fittings. Passing along the corridor the next door on the left opens into the rehearsal room. Here the regular Edison artists 'run over' their music with a pianist if they feel uncertain about being prepared for their work with the orchestra accompaniment. Here, too, the new vocalists get their first 'try-out.'

"Beyond the rehearsal room is one of the test rooms. This in turn adjoins the largest of the two recording rooms. It is the recording room used for band, orchestra and other instrumental work. This recording room is equipped with devices, hangings, etc., that remind one of the rear of a theater stage. The Edison military band is making a record. The day is warm and the work is arduous and unromantic. Sans coats and vests the men are quite prosaic in appearance. But how they can play!

"When the recorder reaches the end of the record the band stops. The record is removed and carried by an assistant back to the test room. A Triumph phonograph stands on a table at one end of the room. The horn faces several men sitting on the opposite side. These are W. H. A. Cronkhite and his assistants. Their function is to pass judgment upon the work of all Edison artists. Mr. Cronkhite is the official critic of the department. Since he entered the employ of the company nearly five years ago no master record has been turned over to the manufacturing department that has not first had his seal of approval. Mr. Cronkhite is a trained musician, a cornet player of no mean ability, and he possesses a well rounded, varied musical knowledge that makes him invaluable in his position.

"As the wax master record is played over all present listen intently and critically. Defects are pointed out and suggestions made. It may be too loud or too weak as a whole. One instrument may be too strong or the balance may be off. Or it may have any one of a dozen other defects. Back to the recording room go the men. The errors are explained to the band, individually or as a whole, and another record is made. Another test, and more criticisms and



VIEWS IN EDISON RECORDING PLANT, NEW YORK.

1—Reception room. 2—Manager Miller at his desk. 3—Mr. Cronkhite's private office. 4—The Rehearsal room, Mr. Benzler at the piano. 5—Making a band record. 6—Making a vocal record with orchestra accompaniment. 7—Listening for defects. 8—Making a singing record with piano accompaniment.

WE SOLICIT  
YOUR  
PATRONAGE



Edison Headquarters  
AT

OSGOOD'S

Our Complete and Comprehensive Stock include

Edison Phonographs, all styles, Complete Stock of Records, Horns, Black and Gold, all sizes, Flower Horns, new designs, Herzog Cabinets, Disc and Cylinder, Carrying Cases.

HORN STANDS AND GRANES

The Tea Tray Co. and Hawthorne and Sheble Co's Products are fully represented

Our New and Enlarged Quarters enable us to fill orders promptly

The C. E. OSGOOD CO. Wholesale Distributors  
744-756 Washington St., BOSTON



suggestions. Back and forth go the wax masters until the right results are secured. Then the required number of masters are made for the factory. It's no easy task to make master records up to the Edison standard—records that must later be played at the Edison laboratory before a committee of twenty men, most of whom have devoted years to the mastery of record making problems of all kinds.

"Diagonally across the hall is another and somewhat smaller recording room. This is used for vocal work. It also has its own peculiar equipment of traps and things that look odd to the uninitiated. A partition runs across one corner. A recording horn projects through a curtained opening in this partition. The artists see only this horn into which they sing. The phonograph attached to the horn stands back of the partition. How it is equipped and how it does its work are department secrets that even the artists are not permitted to know. Adjoining this recording room as we work back toward the entrance is the receiving and shipping room. Its name tells its function. Then another testing room. Circumstances occasionally make it necessary to have two 'dates' at the same time. Therefore the reason for two recording rooms and two test rooms. When two 'dates' are on at the same time Mr. Cronkhite and his people have a strenuous day.

"The next room toward the entrance is Mr. Cronkhite's private office, quietly but handsomely furnished. A feature of this room is a cabinet containing the music of nearly every record in the Edison catalogue. The remaining room of the suite is the experimental machine shop, with lathes and other machinery, microscopes and a lot of other paraphernalia, only to be found in a department of this peculiar character. Their recording department came into an official existence shortly after the incorporation of the National Phonograph Co. For several years its work was conducted at the Edison factories in Orange. This was eventually found inconvenient for the 'talent,' and three years ago the top floor of 65-69 Fourth avenue was leased and fitted up for the work of the department. These quarters proved inadequate to meet the demands of our rapidly growing business, and some months ago the department moved to its present location."

The Southern California Music Co., with headquarters in Los Angeles, Cal., who do a very large talking machine business, report prospects for the holiday trade to be the best ever in that line, and they expect to surpass all records for the season.

## WESTERN JOBBERS' ASSOCIATION.

**Hold Quarterly Meeting in Indianapolis—Large Attendance and Much Business of Importance Transacted—The Next Meeting to be Held on Feb. 12 in Chicago—Jobbers Enthusiastic Over Future.**

(Special to The Talking Machine World.)  
Indianapolis, Ind., Dec. 6, 1906.

The quarterly meeting of the United States Talking Machine Jobbers' Association was called to order at the Hotel Dennison, Indianapolis, November 12, at 10 p. m., and every jobber in the Central West, which comprised western Pennsylvania, Ohio, Indiana and Michigan, was present, either in person or by proxy. The session was continued the following day. It was not only a well attended but a very enthusiastic meeting in every respect, and the business transacted was of the most vital importance to the talking machine business in general, and especially to the members of the association. The meeting was harmonious in every respect. By an exchange of credits bad debts were kept down to a minimum. The Hawthorne & Sheble Manufacturing Co.'s price scale was adopted. Chicago, Ill., and February 12 were the place and time set for the next meeting.

Speaking of the meeting and the aims of the association, a prominent member said: "We are going to Chicago with a solid and united front, at which time we hope to be able to show the jobbers of that city the importance of becoming members. Should we succeed in this, as we have in everything else so far undertaken, we feel that the Central States Association has then accomplished more within the period of one year than has ever been achieved by any similar body. Furthermore, we feel that we have finished the hub from which possibly the future will show the wisdom of forming a national association with the Central States as the balancing wheel.

"It is, indeed, gratifying to note how earnest and enthusiastically every member of this association throws his whole force, both personal and financial, in the interest of this association. While at first the tendency was to hold over to see what few of the leaders were going to do, since then this feeling has all been dispelled, and the desire of each man is to put his shoulder to the wheel, as the action of the association in its every move has been guided by good common sense and judgment, and every member is now a leader to further cement the relationship.

"I had the pleasure of hearing a number of jobbers say that the association has made more for them in dollars and cents than the expense

and time devoted to the meetings would amount to in years. One of the most important questions taken up at the meeting was that of a strict maintenance of prices on supplies, or, as one jobber put it, 'Why not make money on supplies as well as on machines and records?' and the unanimous reply was, 'Why not?' We, therefore, decided to stand unitedly on the maintenance of this policy."

About twenty-two members were in attendance. P. E. Ashton, Detroit, Mich., the president, occupied the chair, and Perry B. Whitsit, of Perry B. Whitsit Co., Columbus, O., the secretary, looked after the official recording of the proceedings in his customary thorough manner. The usual dinner or banquet was served at the hotel.

## RAY CO. SUE FOR \$10,000.

**Claim Their Business Has Suffered That Amount Owing to the Negligence of City Officials in Not Looking After Streets.**

(Special to The Talking Machine World.)  
Louisville, Ky., Dec. 3, 1906.

C. A. Ray & Co., operators of a phonograph establishment at 650 Fourth avenue, set up a claim for \$10,000 damages against the city in the form of a suit in which they allege that their business has suffered to that extent during the past year on account of the blocked condition of the avenue. They charge that the city's charter imposes upon it the duty of keeping the streets open for free and uninterrupted use of vehicles and pedestrians. On account of the large amount of construction of new buildings which has been going on along the street the plaintiffs allege that the movement of people has been greatly interfered with, and that for this reason their business has been damaged in the amount sought.

## HIS REALISM CAUSED TROUBLE.

Two young men of Brooklyn, N. Y., Joseph Dandred and Frank Gomes, met in Gomes' room recently to listen to the music of a talking machine. Among the records tried was one containing a robber's song, which was punctuated by a pistol shot. To make it more realistic Gomes produced a revolver and announced that he intended to fire it at the proper moment. Dandred protested.

"There is nothing to be afraid of," said Gomes, pointing the revolver at his friend's stomach, "I will just do this," and he pulled the trigger. The bullet struck and severely injured Dandred, who was taken to the Brooklyn Hospital and Gomes was arrested.

The incident should be a warning to all talking machine enthusiasts to be satisfied with the effects contained in the records, which are produced by experts and are not dangerous, except occasionally, when the neighbors get excited.

## SUCCESSFUL WOMAN CANVASSERS.

Jewish women canvassers, says Musical Opinion of London, are said to be among the most successful sellers of talking machines in Italian industrial centers. The machines are generally disposed of on the weekly payment system, and many are sold at twopence halfpenny per week. One of the reasons of the Jewish women's success is that they never ask for references or make any inquiries concerning the honesty or otherwise of their customers. Inquiry offends the excitable Italian workman or woman. A smart Jewess not long since confessed that it was better to lose ten machines in every hundred than not to sell any at all.

In a recent interview with Mr. Kraus, of the Ideal Fastener Co., he remarked that they have found it necessary to considerably increase their facilities for the manufacture of the O. K. horn cranes. This crane has met with such favor in the trade that the firm have been practically swamped with orders, but with their increased plant they are now in a position to fill all demands promptly.

## Holiday Anticipation

We are all primed for the rush of holiday trade. We have endeavored to anticipate every possible emergency and are prepared to take care of eleventh-hour orders. Our record bins are filled to their utmost capacity, and our stock of machines, horns, cabinets and other supplies so complete that we have no fear that our customers will suffer for lack of goods in this busiest month of the year, as far as we are concerned.

WE HAVE MADE MANY CUSTOMERS ON PROMPT  
SHIPMENTS AND EFFICIENT SERVICE. TRY US

THE PARDEE-ELLENBERGER COMPANY

96 to 104 State Street, NEW HAVEN, CONN.



## CLEVELAND TRADE IS VERY SATISFACTORY.

Sales of the Expensive Outfits the Order of the Day—The Talking Machine a Big Holiday Seller—Moving Picture Business Thriving—Municipal Authorities Cause Trouble for Proprietors of Arcades—Big Call for Twentieth Century Graphophones—Talking Machine for Demonstration Room of Buckeye Stereopticon Co.—Other Items of General Interest.

(Special to The Talking Machine World.)

Cleveland, O., Dec. 6, 1906.

Talking machine trade conditions in this city are good, and satisfactory with the single exception of the dealers' inability to procure promptness in the execution of orders, especially for the machines of latest production, the manufacturers being unable to meet the large and growing demand. The volume of sales is large and growing, and the business is of the most gratifying quality. Larger sales of the more expensive outfits are being made by customers who fix the limit of their outlay by their desire for the best, and with the large sales of cheaper grades the season's business is proving a winner.

The dealers generally of this city aim to carry a complete line of machines and records, and there is rarely a complaint from a customer of his inability to procure the record desired.

A number of practically minded citizens are purchasing machines for holiday gifts, which will prove not only acceptable to the recipient but a lasting source of pleasure. In several instances dealers have made sales of Victrolas, and not having them in stock have issued Christmas certificates of purchase, to be presented by the donor, for delivery as soon as they can be procured from the manufacturers. In this way, possibly as many will be disposed of as though they were in stock.

W. J. Roberts, Jr., corner of Erie and Huron streets, is a very busy man these days. He is compelled to keep open late at night to accommodate customers who are unable to leave their business during the day. He stated business was fine. He has sold a number of Victor Victrolas, and is having a fine trade all along the

line, their demand for records being unusually large.

The moving picture show business is thriving wonderfully, but the penny slot machines are not doing so well. Operation of moving picture machines on Sundays is a problem that may stir up considerable excitement in law observation circles in the near future. It is about a year since the establishment of these machines in store rooms fitted up somewhat on theatre plans became prominent in the city.

In the first instance business was devoted to the more congested downtown sections, and little or no objection to the operation of these places on Sunday was heard. Gradually, however, the business has grown until it has spread all over Cleveland, and the recent opening of a resort on Wade Park avenue near 89th street has focused the agitation on this subject. There had been little objection until these show people gave a Sunday exhibition. People living near by complained to their councilman, who is now investigating the matter. Since then other councilmen have been approached by their constituents on the same subject, and the churches have taken the matter up. It is quite probable official action in favor of or against the places will soon be demanded. These moving picture show places are now familiar sights in all districts, and it is claimed by the Sunday observance people that the gradual foothold Sunday performances in them are gaining will soon grow so strong that after a while it will be impossible to dislodge them without bitter fights. The question is one fraught with considerable interest.

Flesheim & Smith, 161-163 Ontario street, are selling a large number of Zonophones and Edi-

son machines and state business is good and improving as the holidays approach. They say there is a fine demand for records all the time.

They are having a rush of trade at the Columbia Phonograph Co.'s, covering the entire line of machines, while the call for records is unparalleled. Mr. Probeck, manager, said: "The Twentieth Century Graphophones are at a premium, and all the better grades of machines are selling best. We are just getting in an entire supply of all the new disc records. The December list is very fine and taking exceptionally well."

Mr. Probeck has constructed two booths in the center of the store, so built as to leave a passageway entirely around them. They are practically soundproof, and not only attractive but a pleasure as well to customers as the company, furnishing ample space and comfort for demonstrating purposes.

T. H. Towell, manager of the Eclipse Musical Co., stated that business had opened up very fine indeed, and that trade was good. Aside from the very satisfactory conditions he said there was nothing specially new to report. With their new demonstrating booths and enlarged record racks they are in the finest kind of position to handle the trade. In their wholesale department they are kept busy with an increasing patronage which is constantly extending.

"Business is extremely good and improving day by day," said W. H. Buescher, of Buescher & Son, 242 Erie street. "We are selling a good many machines, and the call for records is unusually large for both Victor and Edison. We are well pleased with the way trade is coming in, and the holiday trade will be unusually large. Victrolas are in great demand—we are making sales from the catalogues for future delivery. We are overcrowded in handling records."

The Buckeye Stereopticon Co., who do an extensive business in their line, contemplate using a talking machine in their demonstration rooms, 1314-1318 Schofield building. It will lend additional attractiveness and aid in their sales.

The Automatic Stamping Machine Co., of this city, slot machine manufacturers, have brought

## GROWING POPULARITY of HEBREW RECORDS



Since the last issue of this publication, much progress has been made in the quality of our Hebrew records and the latest numbers are destined to prove most popular. Dealers and particular purchasers who have examined them are more than pleased with the results.

**They are the clearest records made and delight people wherever they are sold.**

We now have out twenty new numbers which will be fully as popular as those which we have previously issued, and dealers who have a demand for this kind of records should lose no opportunity in placing their orders

at once. We are prepared to take care of our trade demands properly, and everyone doing business with this concern may be assured of the most liberal and satisfactory treatment in every way.

**DEALERS CAN MATERIALLY INCREASE THEIR RECORD TRADE IF THEY HANDLE THE HEBREW RECORDS WHICH WE OFFER FOR SALE**

If you will send for a sample order of our records you will be amazed to find how quickly they will sell. You can handle them to advantage and no stock of records is complete to-day unless it contains a fair amount of Hebrew records.

# THE UNITED HEBREW RECORD CO.

LOUIS ROSANSKY, Prop.

251-257 Grand Street

NEW YORK, N. Y.



an action in Common Pleas Court against John N. Chandler for \$2,861.13, alleging that he failed to carry out a contract to operate the company's machines at the St. Louis Fair.

W. J. Roberts, Jr., has made arrangements to do a jobbing business in the Tea Tray Co.'s products. He is also handling the Hawthorne & Sheble Mfg. Co.'s horns, which are meeting with a ready sale, especially the higher priced ones.

The Smith & Nixon Piano Co. report Christmas business starting in fine shape, and that all indications point to a big holiday trade.

H. E. Jones, manager of the commercial graphophone department of the Columbia Phonograph Co., reports that business along the particular lines of this department continues to be very active. With the arrival of the new type commercial graphophone, which is of peculiarly powerful and sensitive recording quality, he states a material increase in the already active business is to be looked for. He also notes a considerable amount of interest being taken in this graphophone by firms in outlying towns in the vicinity of Cleveland, and altogether it would seem as though the approaching year should mark the most prosperous era that the commercial machines have ever known.

Collister & Sale report business very good and daily improving. They stated there was a big demand for Victrolas and Victor Second machines, and that they found it impossible to secure a sufficient supply from the manufacturers. They are doing a fine record business, and said the December list was an exceptionally good one. Flower horns they reported taking well.

The undiscovered uses to which the talking machine will ultimately be utilized are undoubtedly many. With the certainty of death in the near future, Mrs. Edward J. Munyen, wife of a wealthy oil speculator of Fostoria, O., is daily registering her thoughts on records, so that when she has passed away, her voice from the phonograph may cheer her sorrowing husband. Together Mr. Munyen and his wife have made a tour of the world, and in each place of interest they visited, Mrs. Munyen has recorded upon the cylinder her impressions, besides much of the conversation between herself and husband.

When, some time ago, physicians pronounced her health beyond their power of relief they said her life would probably be lengthened if taken to other climates. Thereupon, though Mrs. Munyen is seventy-one years of age, she and her husband set out on the globe encircling tour. A few days ago they arrived home, and Mrs. Munyen's first act was to repeat into the phonograph her impressions of the sights between here and the Pacific coast. She has a little chest in which she keeps records, which contain comments neither her husband nor any one else have ever heard.

These will be repeated to him by the machine after Mrs. Munyen's death. "It will be like making another tour of the world with my wife," he said. He is about the same age as his wife, but is possessed of a rugged constitution and in good health.

C. H. Wilson, representative of the National Phonograph Co., stopped off in this city on his way to Cincinnati November 23.

Clement Bucroft, of the Tea Tray Co., of Newark, N. J., was visiting the talking machine dealers November 24.

### TALKER FOR SURGERY WARD.

An Innovation in the City Hospital Which Has Proven Most Popular With Patients.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 10, 1906.

A phonograph purchased some time ago by Miss E. L. Warr, head nurse of the ward at the city hospital devoted to chronic surgery cases, has proven popular with restless patients. Two or three afternoons a week "phonograph matinees" are given. Patients in other wards are now clamoring for like entertainments. Among the patients in the ward presided over by Miss Warr is Johnny Cottle, aged 8 years, whose recovery from burns received on August 18 last is largely attributed to the introduction of these entertainments. Prior to the innovation he had full sway in the ward, and was pretty much of a pet. The result was that he was continually getting hurt. He sits by the hour now listening to popular melodies, and there is hardly one that he has not memorized.

Simply another instance where the talking machine has proven a boon to humanity, and such cases are becoming very frequent.

One doctor expressed the opinion that certain music should be applied for certain ills, as, for instance, "Bill Simmons" for St. Vitus' dance. For pericarditis, "I'm Wearing My Heart Away for You" or "Way Down in My Heart I've Got a Feeling for You"; for melancholy, "Wait 'Till the Sun Shines, Nellie"; alcoholism, "Coming Through the Rye"; mumps, "Swell Time at Coney"; chicken-pox, "C-h-i-c-k-e-n; That's the Way to Spell Chicken"; heartburn, anything sentimental—either that or a dyspepsia tablet. Cold feet—no cure.

### NEW STORE IN BOSTON.

The Tosi Music Co. is a recent acquisition to the talking machine stores in Boston, having opened handsomely equipped quarters at 279 Hanover street, corner Richmond, where they have a number of special rooms for trying the

various records as well as small parlors for ladies' use especially. They are carrying a full line of Edison, Victor, Columbia and Zonophone machines and records. Humbert F. Tosi, manager of the concern, is a wide-awake, progressive gentleman, who is destined to be heard from.

### B. G. ROYAL NOW PRESIDENT

Of the Universal Talking Machine Mfg. Co., of New York Succeeding H. B. Babson.

B. G. Royal, for a number of years connected with the Gramophone and Typewriters', Ltd., London, Eng., is now president of the Universal Talking Machine Mfg. Co., vice H. B. Babson resigned. Mr. Royal, though an American, has resided abroad for a long time, and is regarded as one of the best-posted men in the mechanics of the talking machine business, having introduced a number of valuable improvements, and for a while was closely associated with President Johnson, of the Victor Co. He will not remove his family to New York until the first of the year.

C. B. Haynes, of Richmond, Va., and Ray Co., Louisville, Ky., are new Zonophone jobbers created by H. N. Macminimen. H. R. Bruder, formerly with Henry Horton, of New Haven, Conn., is on the road for the Universal Co., and will travel Pennsylvania and New York State.

### SHELLAC FOR TALKING MACHINE.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 7, 1906.

Out of 13,000 tons of shellac exported from India, during the fiscal year, over 6,000 tons came to the United States, a great increase over previous records. According to Consul-General Michael at Calcutta, who made the report, the increase of shellac for the United States is due directly to its increased use in talking machine records.

Mr. Michael says further that there is a great field for the talking machine in India, thousands of them being already in use, mostly of American make, and every native wants a machine as soon as he can raise the price. Records of native songs are especially in demand.

### STAFF OF MEN INCREASED.

The National Phonograph Co. have enlarged their staff of men, who are engaged in the campaign of introducing their commercial phonograph in New York City. This department of their business has developed to such an extent that several new branches have been established to handle it properly, and with the new men out in the field still more rapid advancement is expected. The commercial phonograph is no longer a novelty, but is becoming an actual necessity, as with such a machine inaccuracy in transcribing notes is practically impossible. Stenographic notes may be read incorrectly and frequently are, but a spoken message cannot be mistaken.

### WILL ENTER RETAIL FIELD.

Owing to the fact that he has an unusually large stock of Edison machines and records on hand, Chas. F. Craig, who does a jobbing business under the title of the Indiana Phonograph Co. in Indianapolis, Ind., has announced his intention of entering the retail field, although still continuing wholesaling. Mr. Craig has in stock every record in the Edison catalogue, and is still ordering in order to insure against a shortage of stock when the heavy season is on, and believes he is thoroughly equipped to meet the extra demands of a retail business.

### IS THERE A SURPRISE IN STORE?

Talk of a mysterious great company, with ample capital and prospective field of magnitude to operate in, still continues to be heard. Those on the inside speak knowingly of a surprise being in store for the trade. Names, please!

## Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

**Playrite**  
TRADE MARK

### NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START TO FINISH.

PRESERVE RECORDS and can be used on ANY DISK MACHINE or RECORD. Packed only in RUST PROOF packages of 100.

RETAIL, 10c. per 100; 25c. per 300; 75c. per 1,000.

**Melotone**  
TRADE MARK

### NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Each "MELOTONE" NEEDLE can be used SIX times without changing. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letter head. Special Prices to Jobbers and Dealers. Write Now.

**BLACKMAN TALKING MACHINE CO.**

J. NEWCOMB BLACKMAN, Proprietor

97 CHAMBERS STREET

NEW YORK CITY



This Marvelous Instrument Recently Exhibited  
at the Business Show Highly Praised by Ex-  
perts—Its Commercial Possibilities Greatly  
Developed—Winning Recognition.

At the recent Business Show held in Madison Square Garden, New York, the Sterling Debenture

tracted unusual attention. Since this marvelous instrument was first shown the public, about two years ago, the improvements made have placed it in the category of a practical commercial possibility, according to the views of competent electrical engineers, who were present and witnessed the telegraphone's performances. To quote the official description:

"By the telegraphphone, the great Poulsen inven-

the invisible influence of electro-magnetism. The sound waves, even to the minutest whisper or respiration, are electrically projected into the molecules of the metal—there to remain and be reproduced until removed at will by a stronger magnet. It is the perfect talking machine, which was foreshadowed when Edison discovered the phonograph's power of doing a few of the things on cumbersome wax records that the telephone, by the use of magnetism, accomplishes with scientific exactness. It completes the telephone, where now lacking, because it makes a permanent record of all telephone transmissions."

The accompanying illustration is that of the telegraphone (spool wire type) recording a telephone conversation. This record is permanent, and may be laid away for years, or used repeatedly (its clearness and strength is not dissipated or weakened in the slightest), or the record can be obliterated instantly, and the wire used again and again. The voice or sound is recorded absolutely, and the expression of tone is flexible and true. The other type of telegraphone is the disc machine, by which the record is made on a thin steel disc, that may be sent through the mails at letter rate of two cents, without affecting the recorded sound in the slightest, and they may be used again indefinitely. It is also intimated that remarkable results have been obtained in amplifying the sounds recorded by the telegraphone. Of its many and various uses there appears to be no doubt, which are interestingly detailed in a handsomely illustrated catalogue issued by the Sterling Co. last week. The telegraphone is certainly one of the marvels of the age.




The Western Talking Machine Co., of 41-43 North Ninth street, Philadelphia, of which Adolph Weiss is the proprietor, was the subject of a column article recently in the Journal of Commerce of that city. The company have been carrying on a successful business for several years with both Edison and Victor lines and recently found it necessary to almost double the size of their quarters.



Telegraphone making a record of conversation over the telephone in a Wall Street office. Everything that passes over the line is stored on the spool wire of the machine for permanent record.

Corporation, 56 Wall street, New York, who are marketing the securities of the American Telegraphone Co., exhibited the telegraphone, the working principles and operations of which at-

tion, the human voice is recorded and stored on a simple wire, or thin sheet of steel, without wax, without indentation, without a pin scratch or mark, without the use of any agency other than

<small>TRADE</small>  <small>MADE</small>		<small>TRADE</small>  <small>MADE</small>		<small>TRADE</small>  <small>MADE</small>		<small>TRADE</small>  <small>MADE</small>		<small>TRADE</small>  <small>MADE</small>
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# Standard Metal Mfg. Co.

Office and Salesroom  
10 WARREN STREET, NEW YORK

FACTORY  
Jefferson, Chestnut and Malvern Streets  
Newark, N. J.

## Standard Horns

ARE THE ONES TO HANDLE

WELL MADE
CAREFULLY FINISHED
AT RIGHT PRICES

Give entire satisfaction and increase sales. No kicks

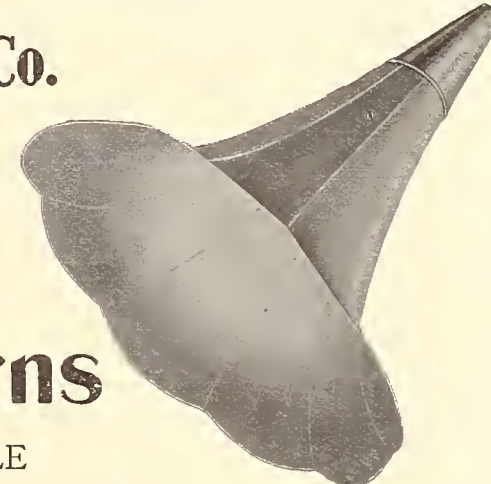
*Variety to Please All. See our New Line*


Dull finished Horns, also extra fancy and artistic color effects  
on brass, and brass nickel plated Horns. All our Horns hold  
their colors perfectly.

*Every Horn Fitted with Patent Thimble End*

## Standard Horns Once Handled Always Handled

LET US HEAR FROM YOU



<small>TRADE</small>  <small>MADE</small>		<small>TRADE</small>  <small>MADE</small>		<small>TRADE</small>  <small>MADE</small>		<small>TRADE</small>  <small>MADE</small>		<small>TRADE</small>  <small>MADE</small>
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# NEW TAPERING ARM ZON-O-PHONE

\$27.50, \$35.00, \$45.00, \$55.00



## THE NEW GRAND OPERA ZON-O-PHONE

The motor has triple spring, cabinet hinge top  $13\frac{1}{2} \times 13\frac{1}{2}$ , ten-inch turntable. We wish to call special attention to the new speed regulator; also the brake; as you will note when you shut off the instrument it doesn't stop with a jerk. The Grand Opera Machine is equipped with either regular horn or all brass morning-glory horn. Retails at \$55.00.

## THE CONCERT GRAND ZON-O-PHONE

The brake and speed regulator are the same as on the Grand Opera. The motor is exactly the same, except that it has two springs instead of three. The cabinet is different in design but is the same size and has the hinge top. It is equipped with the regular horn or the morning-glory horn—red, blue or green. Retails at \$45.00.



# UNIVERSAL TALKING MACHINE MFG. CO.

Camp and Mulberry Streets, Newark, N. J.



## TALKING MACHINE CONCERTS

Seem to be All the Vogue on the Pacific Coast—Clark Wise & Co.'s Good Work—Sherman-Clay Expansion—Collections Very Good—Bacigalupi's Big Trade in Edison Goods—Columbia Co. Plans for Expansion—The Cry Is for More Goods—Other News Items.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 3, 1906.

Talking machine concerts are the thing now, and evidently the popularity of these concerts will increase during the winter months, for although nine theatres are open, nothing better than vaudeville is offered, and many of the better class of citizens turn to the talking machine concerts in order to enjoy the higher grade of music.

Clark Wise & Co., who recently inaugurated an elaborate series of concerts with the Victor and Talkophone, have been simply flooded with requests for tickets on every occasion, and the hall has always been packed almost uncomfortably. The sale of numerous high-priced outfits has resulted from demonstrations of the entertaining qualities of the talking machine during the concerts.

Sherman, Clay & Co. have found their talking machine business increased to such an extent that larger quarters are absolutely necessary, and two additional rooms are now in preparation.

As with the piano dealers, the talking machine trade find collections very good, a large number of people dropping in every month and thereby saving the collectors a great deal of work. There is a movement under way in the various branches of the music trade in this city, the talking machine dealers included, to do away with the semi-monthly collections that have been the rule for the past fifty years, and institute a monthly collection system, thereby cutting collection expenses about in half.

Speaking of Sherman, Clay & Co.'s growth suggests the fact that there is equally prosperous

conditions throughout the "talker" trade on the Coast. Peter Bacigalupi & Sons, the representative strictly wholesale house, have been improving and enlarging their quarters. The sales in Edison goods made by this house have been of record size. Heydenfeldt & Co., who recently took on the Victor line, have been rushed continually, and from present appearances they also will have to enlarge the space devoted to this part of their business. The Columbia Phonograph Co. have stocked the local branch with an extensive line of both machines and records for the holiday trade, and have arranged with agents in neighboring towns to give graphophone concerts, as it has been found such concerts are always productive of business in the rural districts.

The present situation is perfectly satisfying. Shipments are being disposed of shortly after arrival and the cry is always "more goods."

## FRENCH GOVERNMENT'S ACTION.

In Starting the Collection of Records of the Voices of Famous Singers Highly Commended—Will Be Preserved in National Museum for the Benefit of Posterity.

The French Government has made a step in the right direction when it started a collection of records of the voices of famous singers for preservation in a museum. The collection was started with a record of Tamagno, the great Italian singer, and the making of the record is interestingly told as follows:

"Some three years ago Francesco Tamagno, the Italian singer, approached a talking machine company with the hope of obtaining a few records of his voice to leave as a legacy to his children. He wished them to enjoy his voice in the future, when he himself would no longer be able to sing to them. Tamagno himself was skeptical of the result, as well he might have been, for it was the first time a really great singer had sung into a talking machine, but the records were successfully made and have since

become universally known and admired. The entire laboratory staff of the talking machine concern went by invitation to Tamagno's palace at San Remo on the Riviera, where an improved recording plant was erected, and there, in his own palace, at his leisure, he made the records which are to preserve his voice for all future generations. Upon Tamagno's death, which occurred so suddenly toward the end of last year, these records possessed at once an added interest, and the French Government immediately considered the question of founding a museum wherein the voices of the greatest singers of the present day could be recorded for the edification of future generations.

"In taking the initiative in this matter, the French Government has followed the best traditions of its predecessors, who have always guarded so jealously all works of art. Tamagno's voice is the first to have been so recorded. The method employed is interesting. The records themselves, which have been made on specially prepared plates, have been enclosed in hermetically sealed metal boxes containing a chemical compound to protect them for future years. These boxes have been engraved with the date upon which they are to be opened—one in fifty years, another in one hundred years, and so on, the dates having been chosen to conform with the musical festivities which will undoubtedly take place at that time. This means that future generations will be able to enjoy the voices of artists long since dead, and who, otherwise, would have been to them only a name, and they will be able to compare the singers of their own times with those of bygone generations. We know that Malibran was one of the greatest sopranos of her time, and yet we are unable to judge whether she is to be compared with the Adelina Patti of our own days. This uncertainty will not exist in the future, for the records will permit of absolute comparison—thanks to the perfection now attained in the recording of the voices which are being placed in the museum at the Opera."

## TOPHAM'S CASES

are the original and standard. Build up your trade by carrying the standard rather than the imitation.

Pioneer Manufacturer



✱ 1855

Canadian Distributors  
**R. S. Williams  
& Sons Co., Ltd.**  
Toronto and Winnipeg,  
Canada.

Write for complete  
catalogue and  
price list.

1906 ✱

New England Distributors for Disc and Machine Cases,  
**M. Steinert & Sons Co.**  
Boston, Mass.

For 72 Records

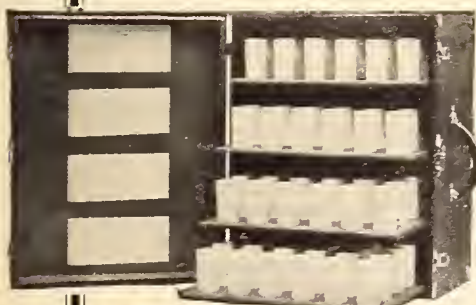


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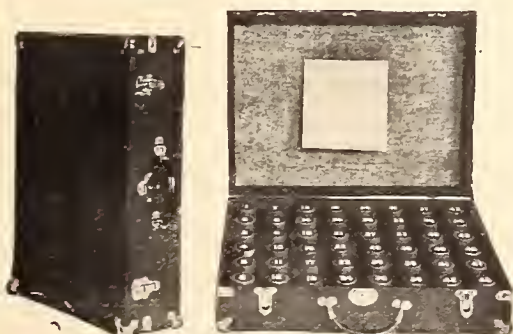
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## THE STUDY OF LANGUAGES

Among the American People Is Steadily Growing Owing to the Splendid Work of the International Correspondence Schools—An Interesting Chat With Prof. Dunne.

(Special to The Talking Machine World.)

Providence, R. I., Dec. 5, 1906.

One of the recent visitors to this city was Professor Brian Dunne, of the International Correspondence Schools, of Scranton, Pa., who gave a most interesting demonstration of the use of the phonograph in teaching modern languages at the parlors of the Outlet Co.'s store in this city to an audience that was most enthusiastic in its appreciation of the value of this language medium. In the course of his opening remarks, Professor Dunne said in part:

"There has been considerable discussion as to the most useful phrase for globe-trotters." Some tourists maintain that it is 'Give me something to eat,' but those who have visited Italy and Turkey and India maintain that our plain, Americanized translation of 'Go away,' good, simple '23' or 'skiddoo,' is worth more than all the words on the bill of fare. The Italian knows the value of 'Va via,' and so I might take nation after nation, down to the Chinese, with their 'kiu pa' and the Japs with their 'ike,' which is close to our 'hike.' I presume, however, Italy still has a corner on the beggar market, and '23' is a valuable phrase in their midst.

"Speaking of traveling abroad, brings me to the most just criticism of United States Consul Paul Nash, of Venice, who recently reported to the Department of Commerce and Labor that not

one-tenth of the hundreds of well-educated Americans who pass through Venice yearly are capable of speaking a dozen connected words of anything but English.

"Who will dispute that this condition exists? What is the cause of this 'laxity' in language study? It is not laziness. We all know how hard many of our college men pore over their grammars and burden their minds with irregular verbs and rules. But after one, two, three, four and even five years the majority leave college or even their universities and are 'deaf mutes' as far as understanding and speaking a foreign language is concerned. This is due to the family methods in vogue and the mistaken and old-fashioned idea that the eye instead of the ear is the proper organ through which to 'acquire' pronunciation.

"Cardinal Mezzofanti did not use the eye method. He learned by speaking to, wounded foreign soldiers he visited in the Italian hospitals. Other successful linguists tell a similar story. The ear must be first used to catch the sound, and then the tongue made to repeat and imitate it. The eye is merely an auxiliary to assist in the work.

"Of course, most of us who would learn languages are, not able to visit sick foreign soldiers with time on their hands to put us through 'Language Conversational Exercises,' but we have a means now in the phonograph that is wonderfully efficient.

"By it any one who is not deaf can hear a French, German, Spanish or English lesson as pronounced by a great scholar in that language, and, apart from the small cost, the convenience of the tours must appeal to every would-be lin-

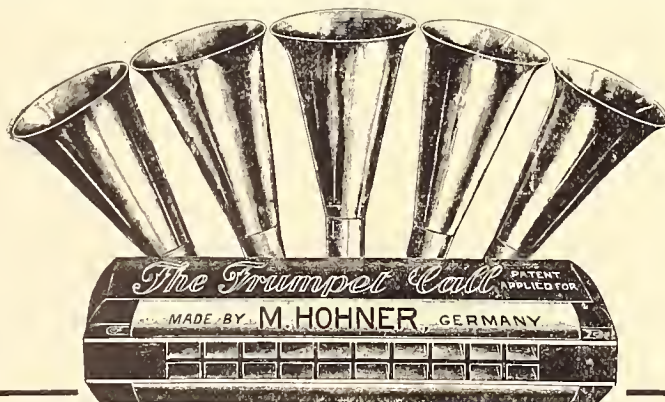
guist or polyglot. 'Professor Phonograph' requires but a tap on the 'shoulder' and he will speak to you, repeat phrases for you and even answer your questions."

## THAT TWO MILLION CORPORATION.

Something of the Personnel of the Atlantic Phonograph Co., in Which Messrs. Irish, Adrien and Reed Are Interested.

Speculation is very active concerning the two-million Atlantic Phonograph Co. The rating agencies have been requested for special reports, and "inside" information is eagerly absorbed. The company are located in Room 1404 at 71 Nassau street, New York, and A. L. Irish is the president, according to the statement made to The World by the accomplished lady in charge. J. L. Adrien is the secretary and O. Clayton Reed, formerly manager of the Talk-o-phone Co.'s New York office, is the assistant secretary, who is now in Toledo. B. V. D. Manley, a Toledo banker, also figures as an Atlantic Co. official. In fact, reports from reliable sources are that the Atlantic Phonograph Co. is the reorganization of the Talk-o-phone Co., taking over the plant, good-will, etc. Inquiry at the office failed to find any definite information concerning the whereabouts of Mr. Irish, and in his absence the tip seems to be one of complete silence as to the mysterious company's position in the trade or its intentions.

A new talking machine store has been opened at 219 Upper Sixth street, Evansville, Ind., by W. L. Hollingsworth.



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## M. Hohner "TRUMPET CALL" Harmonica

Surpasses any mouth-organ that has ever been placed on the market.

No. 220. This instrument which has lately been offered to the trade is endowed with a phenomenal amount of tone power. The reeds are directly connected with a wooden sound-box, into which the tone passes, and finds an outlet through five Brass Trumpet Horns which protrude from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone so wonderfully. In the hands of an expert player this instrument can be made to sound like a church organ. In producing this instrument the house of Hohner has again shown great results from its constant effort to bring the Harmonica on the level with a high-class musical instrument. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert.

**M. HOHNER, 475 Broadway, NEW YORK**

76 York Street, Toronto, Canada



RECORD BULLETINS FOR JANUARY, 1907.

NEW VICTOR RECORDS.

Number		Size
U. S. MARINE BAND,		
4909	Gate City March.....Weldon	10
4910	Brooke's Triumphal March.....Lietz	10
4911	Maple Leaf Rag.....Joplin	10
SOUSA'S BAND,		
4919	The Dream of the Rarebit Fiend..Thurban	10
31591	My Treasure Waltz, "The Gypsy Baron" ..	12
VICTOR ORCHESTRA,		
4920	Red Domino March—Two-Step.....Henry	10
4884	Old Heidelberg March—Two-Step.....	10
4932	A Garden Matinee.....Friml	10
VICTOR DANCE ORCHESTRA,		
31588	Foreward March—Two-Step.....Ellis	12
31592	Idle Hours Waltz.....Paige-Wood	12
31595	"Day Dreams"—Medley-Waltz.....	12
VIOLONCELLO SOLOS BY ROSARIO BOURDON, WITH ORCH.		
4912	Serenade Badine.....Gabriel-Marie	10
31586	Largo.....Handel	12
TOPICAL SONG BY MISS HELEN TRIX, WITH ORCH.		
4904	The Bird on Nellie's Hat.....Solman	10
SOPRANO SOLO BY MISS ADA JONES, WITH ORCH.		
4905	Experience.....From "The Little Cherub"	10
CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH VIOLIN OBLIGATO (ACCOMP. BY ORCHESTRA).		
31584	Lullaby.....Pond	12
TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.		
4918	My Gal Sal.....Dresser	10
SACRED SOLO BY FRANK G. STANLEY, WITH ORCH.		
31587	Face to Face.....Johnson	12
TWO RECORDS BY CLARICE VANCE,		
4930	Jonah.....Chris Smith	10
4931	He's a Cousin of Mine.....Smith-Helm	10
BARITONE SOLO BY ALAN TURNER,		
4930	In Happy Moments—Maritana....Wallace	10
TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.		
31596	Day Dreams.....Channey Olcott	12
SONGS BY BILLY MURRAY, WITH ORCH.		
4901	Mr. Monkey "A Parisian Model".....Edwards	10
4902	A Lemon in the Garden of Love.....Carle	10
COMIC SONG BY BURT SHEPARD, WITH ORCH.		
4923	Women and Men.....Fether	10
BILLY MURRAY AND HAYDN QUARTETTE, WITH ORCH.		
4907	Arrah Wanna.....Drislane-Morse	10
DUET BY MISS TRIX AND MR. QUINN, WITH ORCH.		
4914	Is Marriage a Failure?.....	10
THE SCHUBERT TRIO (SOPRANO, TENOR AND BARITONE), WITH ORCH.		
4913	Praise Ye (Music from Verdi's "Attila") ..	10
LYRIC QUARTETTE (MIXED VOICES), WITH ORCH.		
31589	Gloria from Twelfth Mass.....Mozart	12
DUET BY STANLEY AND MACDONOUGH, WITH ORCH.		
4917	Almost Persuaded.....Bliss	10
DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.		
4921	I'm Sorry (From "About Town") Von Tilzer ..	10
DUET BY COLLINS AND HARLAN, WITH ORCH.		
4906	Honey Won't You Love Me as You Used To?	10
HARRY MACDONOUGH AND HAYDN QUARTETTE, WITH ORCH.		
31590	When the Snow Birds Cross the Valley...	12
DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR. SPENCER, WITH ORCH.		
4908	Italian Specialty (Introducing Good-a-hye John) ..	10
31595	Cherry Hill Jerry and His "Liz".....	12
MISS STEVENSON AND MR. MACDONOUGH, WITH ORCH.		
4940	Don't You Tell.....Howard	10
ARTHUR PRIOR'S BAND,		
4915	Soldier's March (Les Soldats qui Passent) ..	8
SOUSA'S BAND,		
4867	Cherry March—Two-Step.....Albert	8
VICTOR ORCHESTRA,		
4844	Wiener Burger Waltz.....Ziehrer	8
XYLOPHONE SOLO BY CHRIS CHAPMAN, WITH ORCH.		
4916	St. Louis Rag.....Turpin	8
COMIC SONG BY MISS HELEN TRIX, WITH ORCH.		
4933	Chip o' the Block.....Fogarty	8
COMIC SONG BY BOB ROBERTS, WITH ORCH.		
4747	The Poor Old Man.....Bryan	8
DUETS BY COLLINS AND HARLAN, WITH ORCH.		
4850	Susan, Kiss Me Good and Hard.....Helf	8
4941	Good-a-Bye, John (From "The Red Mill") ..	8
HERBERT		
4898	When Tommy Atkins Marries Dolly Gray (From "About Town")...Cobb-Edwards	8
HUMOROUS RECITATION BY BURT SHEPARD,		
4929	A Message from the Dead...Ezra Kendall	8
TENOR SOLOS BY BYRON G. HARLAN, WITH ORCH.		
4938	Cheer Up, Mary.....Kendis-Paley	8
4939	Won't You Come Over to My House?.....	8
WILLIAMS-VAN ALSTYNE		
FOUR NEW FRENCH RECORDS,		
BARITONE SOLOS IN FRENCH BY MARCEL DUPONT,		
4894	Le Credo du paysan.....Borel-Goublier	10
4895	Le Reve du Prisonnier.....Rubinstein	10
4896	Charité (Charity).....Faure	10
31581	Si vous ne m'aimez plus...Théolier-Goublier	12
NEW VICTOR RED-SEAL RECORDS,		
SIX RECORDS BY MME. LOUISE HOMER,		
85109	Faust—"Le parlate d'amor".....Gounod	
85110	Adriana Lecouvreur—"Acerba voluta"....Cilea	
85102	Elijah—"O Rest in the Lord".....Mendelssohn	
85103	Messiah—"He Shall Feed His Flock".....Handel	
85107	Huguenots—"Nobil Signori salute!" ("Noble Sirs, I Salute You!").....Meyerbeer	
85108	Samson et Dalila—"Mon coeur s'ouvre a ta vioix" (My Heart at Thy Sweet Voice.)	
MME. SCHUMANN-HEINK, ACCOMP. BY THE VICTOR ORCH.		
81085	Wiegenlied (Cradle Song).....Brahms	12-inch size \$2.00.
85112	Rinaldo—"Lascia ch'io pianga".....Handel	12-inch size \$3.00 each.
85113	Nur, wer die Sehnsucht Kennt....Tschaiakowsky	

NEW EDISON GOLD MOULDED RECORDS.

9434	The Mouse and the Clock (Whitney). Listen to the mouse.....Edison Concert Band
9435	Just Because (Burleigh).....Harry Anthony
9436	Gwendolyn (Hein). Comic song hit from Marie Cahill's "Marrying Mary".....Ada Jones
9437	Believe Me, If All Those Endearing Young Charms (Stevenson-Benzler).....Albert Benzler
9438	When the Flowers Bloom in Springtime (Von Tilzer).....Harry MacDonough
9439	Tramp! Tramp! Tramp! (Root). Male Duet.....Harlan and Stanley
9440	I'm Getting Ready for My Mother-in-law (Norworth).....Bob Roberts

9441	Colonial Guard March (Bonk). A catchy military march.....Edison Military Band
9442	Moses Andrew Jackson, Good-bye (Snyder) ..
ARTHUR COLLINS	
9443	It Is Well with My Soul (Bliss). Sacred quartet by mixed voices.....Edison Mixed Quartet
9444	Seems to Me I've Always Loved You (Ball) ..
IRVING GILLETTE	
9445	Hermosillo (Schuh). A characteristic Mexican dance.....Edison Symphony Orchestra
9446	Why Can't a Girl Be a Soldier? (Halle).....
W. H. THOMPSON	
9447	Arrah Wanna (Morse). Irish-Indian matrimonial venture.....Collins and Harlan
9448	Spring-Tide Revels (Harper).....
MRS. ALICE SHAW AND TWIN DAUGHTERS	
9449	Ballet Music from William Tell (Rossini) ..
EDISON CONCERT BAND	
9450	The Bird on Nellie's Hat (Solman). A new comic song.....Helen Trix
9451	When Tommy Atkins Marries Dolly Gray (Cohh and Edwards).....Billy Murray
9452	I Love the Last One Best of All (Hein).....
FRANK C. STANLEY	
9453	March—"Jose" (Blum). Xylophone solo.....
ALBERT BENZLER	
9454	Bonnie Jean (Snyder).....Byron G. Harlan
9455	Jealous Julie (Original).....
ADA JONES AND LEN SPENCER	
9456	When Daddy Sings the Little Ones to Sleep (Vogel).....Edison Male Quartet
9457	On the Rocky Road to Dublin (Ephraim). Irish intermezzo.....Edison Military Band

ZON-O-PHONE 10-INCH RECORDS.

ZONOPHONE CONCERT BAND,	
626	La Rose—Intermezzo.....
627	March of the First.....
628	Polka de los Toreros.....
629	Preacher and the Bear.....
630	Tipperary March.....
631	Twenty-Third Regiment March.....
HAGER'S ORCHESTRA,	
632	Cherry—Intermezzo.....
633	Eileen Ashore—Selections.....
634	Danny Tucker—Two-Step.....
635	Down Beside the Meadow Brook—Medley Waltz
636	Dream of the Rarebit Fiend.....
BANJO SOLO BY VESS L. OSSMAN, WITH ORCH. ACCOMP.	
637	Popularity—March and Two Step.....
AND TROMBONE DUET BY MESSRS. KYRLE AND CIMER, WITH ORCH. ACCOMP.	
638	Gobble Duet from "The Mascot".....
SONGS WITH ORCHESTRA ACCOMPANIMENT,	
639	Bird on Nellie's Hat.....Fred Lamhart
640	Friends.....Arthur Collins
641	Iola.....Collins and Harlan
642	Jim Jackson and His Jealous Julia.....
LEN SPENCER AND ADA JONES	
643	Lemon in the Garden of Love.....Billy Murray
644	Mr. Monkey.....Billy Murray
645	Somebody's Waiting for You.....Fred Lambert
646	'Tis But a Dream.....Henry Burr
647	What's the Use of Loving if You Can't Love All the Time.....Arthur Collins
648	When the Evening Twilight Bids the Day Good-bye.....Frank C. Stanley
649	When the Snow Birds Cross the Valley.....
FRANK C. STANLEY	
650	Won't You Throw a Kiss to Me.....Collins and Harlan

UNITED HEBREW RECORD CO.

December and January.	
BY MR. JUWEILER,	
1257	Mit dem rebins koiach.....
1258	Der Judele in cheider.....
1259	Scholem al Israel.....
1260	Das Talesl.....
1261	Das Foigele.....

1262	Das Judische hartz.....
BY MR. BERNSTEIN,	
1263	Die Jernshe.....
1264	Avremele.....
1265	Hob ich ongefungen zu loifen.....
1266	My Uncle Sam.....
1267	A Tfile fnn a agune.....
ACCORDION SOLO BY MR. GREENBERG,	
1246	Russian Walse.....
1247	Russian Kamarinskaja.....
1258	A breigas tanz.....
BY MR. ROSE,	
1251	Col Israel Chaveirim.....
1252	Itaichele agisund in dein Beichele.....
1253	Hamavdil run a groben jung.....
1254	Chasene hobin is nit kedai.....
1255	Die goldene land.....
1256	Ich mus onfangen lachin.....

NEW COLUMBIA XP (CYL) RECORDS.

33044	Rosebud Medley, introducing "Arrah Wanna," "When the Flowers Bloom in the Springtime, Molly Dear," "Experience," "Rosebud" (with bell solo), "Ain't You Coming Back to Old New Hampshire, Molly?" (Arranged by Chas. A. Prince) ..
PRINCE'S MILITARY BAND	
33045	Selections from "The Red Mill," introducing "When Love Is Young and the World Is Fair," "Whistling Song," "Go While the Goin' Is Good," "Every Day Is Ladies' Day With Me" (Victor Herbert).....
PRINCE'S ORCHESTRA	
BANJO SOLO, ORCH. ACCOMP.	
33046	Popularity—March and Two-Step (George M. Cohan).....Vess L. Ossman
XYLOPHONE SOLO, ORCH. ACCOMP.	
33047	Iola Intermezzo (Chas. L. Johnson).....
THOMAS MILLS	
VOCAL QUARTETTE, MALE VOICES, PIANO ACCOMP.	
33048	Ain't You Coming Back to Old New Hampshire, Molly? (J. Fred. Helf).....
THE COLUMBIA QUARTETTE	
TENOR SOLO WITH QUARTETTE CHORUS, ORCH. ACCOMP.	
33049	Alice, Where Art Thou Going? (Albert Gumbel).....Billy Murray and Columbia Quartette
BARITONE AND TENOR DUET, ORCH. ACCOMP.	
33050	Arrah Wanna—An Irish Indian Song (Theo. Morse).....Collins and Harlan
BARITONE AND TENOR DUET, ORCH. ACCOMP.	
33051	Good-a-Bye, John (Victor Herbert).....
COLLINS AND HARLAN	
BARITONE AND TENOR DUET, ORCH. ACCOMP.	
33052	Take the Name of Jesus With You—Sacred (W. H. Doone).....Anthony and Harrison
BARITONE SOLO, ORCH. ACCOMP.	
33053	He's a Cousin of Mine (Hein & Smith).....
BERT WILLIAMS	
BARITONE SOLO, ORCH. ACCOMP.	
33054	In the Gloaming (Orred and Harrison).....
GEORGE ALEXANDER	
BARITONE SOLO, ORCH. ACCOMP.	
33055	My Mariuccia Take a Steamboat—She's Gone Away (Al Piantadosi).....Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.	
33056	Saviour, Thy Dying Love—Sacred (Robert Lowry).....Charles Gordon
BARITONE SOLO, ORCH. ACCOMP.	
33057	We'll Be Sweethearts to the End (Dave Rose).....J. W. Myers
BARITONE SOLO, ORCH. ACCOMP.	
33058	I Love the Last One Best of All (Silvia Hein).....Frank C. Stanley
BARITONE SOLO, ORCH. ACCOMP.	
33059	Sister—Marching Song (Clarence Vaughan) ..
FRANK C. STANLEY	
TENOR SOLO, ORCH. ACCOMP.	
33060	When the Flowers Bloom in the Springtime, Molly Dear (Harry Von Tilzer).....
ALBERT CAMPBELL	
TENOR SOLO, ORCH. ACCOMP.	
33063	In My Merry Oldsmobile (Gus Edwards) ..
BILLY MURRAY	
TENOR SOLO, ORCH. ACCOMP.	
33062	The Streets of New York (Blossom and Herbert).....Billy Murray
SOPRANO SOLO, ORCH. ACCOMP.	
33063	Fancy Little Nancy (Wm. Balnes).....
MISS ADA JONES	
COON CHARACTER VOCAL SKETCH, ORCH. ACCOMP.	
33064	Jealous (F. J. Brown).....
MISS ADA JONES AND MR. LEN SPENCER	

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NEGRO SHOUT, ORCH. ACCOMP.  
33065 Turkey in the Straw.....Billy Golden

### NEW COLUMBIA B. C. (CYL) RECORDS.

VOCAL QUARTETTE, MALE VOICES, PIANO ACCOMP.  
85089 You're My Heart's Desire; I Love You,  
Nellie Dean (Harry Armstrong).....  
.....The Columbia Quartette  
BARITONE AND TENOR DUET, ORGAN ACCOMP.  
85090 Looking This Way (J. D. Van De Venter)..  
.....Anthony and Harrison  
BARITONE SOLO, ORCH. ACCOMP.  
85091 I'm Going Right Back to Chicago (Egbert  
Van Alstyne).....Arthur Collins  
AN EAST SIDE CHARACTER SKETCH, ORCH. ACCOMP.  
85092 Cherry Hill Jerry (Lowitz).....  
.....Miss Ada Jones and Mr. Len Spencer  
MUSICAL MONOLOGUE, WITH MUSICAL INTERPOLATIONS.  
85093 The Musical Yankee (Len Spencer).....  
.....Leu Spencer

### NEW COLUMBIA 10-INCH DISC RECORDS.

3527 Lord Baltimore March (Henry Fillmore)..  
.....Prince's Military Band  
3528 Muziky, Muziky—Pochod (Kmoeb).....  
.....Prince's Military Band  
.....RANJO SOLO, ORCH. ACCOMP.  
3529 Popularity—March and Two-Step (George  
M. Cohan).....Vess L. Ossmau  
XYLOPHONE SOLO, ORCH. ACCOMP.  
3530 Iola Intermezzo (Chas. L. Johnson).....  
.....Thomas Mills  
.....MINSTREL, ORCH. ACCOMP.  
3531 Record "E," introducing "Crocodile Isle,"  
sung by Billy Murray.....  
.....The Rambler Minstrel Company  
SOPRANO SOLO, PIANO ACCOMP.  
3532 Love Time (F. W. Vanderpool).....  
.....Miss Marie Eldon  
TENOR SOLO WITH QUARTETTE CHORUS, ORCH. ACCOMP.  
3533 Alice, Where Art Thou Going? (Albert  
Gumhle).....  
.....Billy Murray and The Columbia Quartette  
BARITONE AND TENOR DUET, ORCH. ACCOMP.  
3534 Good-a-Bye John (Victor Herbert).....  
.....Collins and Harlan  
BARITONE AND TENOR DUET, ORCH. ACCOMP.  
3535 Over the Blue—Sacred (Phelps and Brad-  
ford).....Anthony and Harrison  
BARITONE SOLO, ORCH. ACCOMP.  
3536 He's a Cousin of Mine (Hein and Smith)..  
.....Bert Williams  
.....BARITONE SOLO, ORCH. ACCOMP.  
3537 My Mariuccia Take a Steamboat—She's  
Gone Away (Al Plantadosi).....Arthur Collins  
BARITONE SOLO, ORCH. ACCOMP.  
3538 We'll Be Sweethearts to the End (Dave  
Rose).....J. W. Myers  
BARITONE SOLO, ORCH. ACCOMP.  
3539 Milo—A Romance of Turkey (Alfred Sol-  
man).....Bob Roberts  
BARITONE SOLO, ORCH. ACCOMP.  
3540 I Love the Last One Best of All (Silvio  
Hein).....Frank C. Stanley  
TENOR SOLO, ORCH. ACCOMP.  
3541 'Tis But a Dream (Paul H. Von Moltke)  
.....Henry Burr  
TENOR SOLO, ORCH. ACCOMP.  
3542 When the Flowers Bloom in the Spring-  
time, Molly Dear (Harry Von Tilzer)..  
.....Albert Campbell  
TENOR SOLO, ORCH. ACCOMP.  
3543 Rosebud—Call and I'll Come to You (Will  
Cobb).....Billy Murray  
TENOR SOLO, ORCH. ACCOMP.  
3544 The Streets of New York (Blossom and  
Herbert).....Billy Murray  
COON CHARACTER VOCAL SKETCH, ORCH. ACCOMP.  
3545 Jealous (F. J. Brown).....  
.....Miss Ada Jones and Mr. Len Spencer  
TALKING RECORD, DESCRIPTIVE.  
3546 Flanagan's New Year Call (Steve Porter)..  
.....Steve Porter  
5633 Umbrella Dance (Mazurka de los Paraguas)  
(Chucca y Valverde).....Banda Espanola  
41001 Army March No. 113 (Armeemarsch No.  
113).....Columbia Orchestra  
41048 My Dream (Mein Traum).....Columbia Orchestra  
41056 O, Thou, My Austria (O du mein Oester-  
reich).....Columbia Orchestra

### NEW COLUMBIA 12-INCH DISC RECORDS.

TENOR SOLO IN ITALIAN, ORCH. ACCOMP.  
10568 Lucia di Lammermoor, Fra poco a me ri-  
covero (Donizetti).....Romeo Bertl  
TENOR SOLO IN ITALIAN, ORCH. ACCOMP.  
10573 Carmen, Romanza del fiore (Bizet).....  
.....Romeo Bertl  
VOCAL QUARTETTE, MALE VOICES, UNACCOMP.  
30038 Old Black Joe (S. C. Foster).....  
.....The Columbia Quartette  
BARITONE SOLO, ORCH. ACCOMP.  
30039 All In, Out and Down (McPherson and  
Smith).....Bert Williams  
MUSICAL MONOLOGUE, WITH MUSICAL INTERPOLATIONS.  
30040 The Musical Yankee (Len Spencer).....  
.....Len Spencer  
NEGRO SHOUT, ORCH. ACCOMP.  
30041 Turkey in the Straw.....Billy Golden

### COURT ADMITS PHONOGRAPH.

Michigan Supreme Bench Decides Its Evidence  
Is Legal.

(Special to The Talking Machine World.)

Detroit, Mich., Dec. 5, 1906.

The Michigan Supreme Court has decided that a phonograph may be admitted as evidence in court to reproduce sounds which are the subject of controversy.

Frank Anderson, a hotel proprietor of Boyne City, brought a phonograph to court with records of engine tooting and car rattling to prove that the presence of a railroad near his property was a nuisance and lessened its value.

Justice Blair held that the introduction of the phonograph was permissible, provided the authenticity of the records was established.

### THE TELEPHONE CARRIES MUSIC.

Novel Entertainment Provided at a Chicago  
Park—Patrons Hear a Concert Given in a  
Distant Hall as if the Singers Were Present.

A novel method of employing the telephone as a means of furnishing entertainment for the public was adopted with success recently in a public amusement park in Chicago. The instrument by which this was accomplished is known as the transmitophone, and consists of a set of powerful apparatus by which sound as usually received in the telephone ear piece can be conveyed through the use of a megaphone to a large number of people indoors or out of doors.

The instrument was used for transmitting vocal and instrumental solos from a room in a concert hall to three different points in the garden. The reproducing instruments were suspended in trees above the lamps and were painted black so they could not readily be seen. When used, the music sounded as if the soloists were concealed in the trees.

The producer consists of a telephone receiver specially adjusted for this class of work and provided with a large megaphone centered in the earpiece. Rubber-covered wire is used for connecting the reproducer with the sending station. The wire is run directly into the receiver, and wrapped with rubber tape to prevent moisture entering the receiver. The accompanists' transmitter is suspended in the orchestra stand. This transmitter is made highly sensitive, and is connected by a separate circuit to the sending station with the soloists' head receiver.

The reproducing receivers are connected on what is known as a closed secondary circuit; that is to say, both terminals of the secondary winding are connected to the receiver or receivers. The switch box in this installation is provided for three reproducing circuits, consisting of three cam lever keys and arranged so that the transmitting circuit can be switched to any one of the three receivers or to any two or to all three at one time. The switch box is also provided with binding posts and terminals, so that the various circuits may be readily connected.

The battery box is a neat oak case arranged for the capacity of two sets of 18 cells, with each set connected in series and arranged so that it can be connected in the circuit with 12, 18 or 24 volts to meet the necessary requirements. The batteries are connected to a spring jack so that connection with the telephone circuit can readily be made with a cord and plug.

The accompanists' transmitter circuit at the

sending station is also provided with a spring jack so that the head receiver can readily be connected with a cord and connecting plug, and in order that the transmitter may be promptly disconnected when the instrument is not in use. The granular carbon is made of the very hardest coal grains, broken in the proper size, highly polished and thoroughly cleaned to prevent frying or sizzling.

The carbon is of such a high quality that one transmitter was in use the entire summer season. At each evening's entertainment, when used continually for 15 or 20 minutes, it would become so heated from the heavy battery current that one could not bear to touch the outer cup or frame, yet the instrument has shown no signs of deterioration, and has never failed to operate.

### GRAND OPERA IN LITTLE ROCK.

Il Trovatore Heard Through the Victor Talk-  
ing Machine.

(Special to The Talking Machine World.)

Little Rock Ark., Dec. 1, 1906.

The music lovers of Little Rock, and particularly those who are especial lovers of grand opera, discovered one evening last week that a real treat was in store for them when the first few strains of the great Verdi opera, "Il Trovatore," floated out into the auditorium at Houck's music house from the new Victor Auxetophone.

The event was notable for two reasons. It was the first time the Auxetophone was heard in the city, and also the first time a complete opera was heard through the medium of talking machine records.

The entire opera of four acts was rendered on the machine, and to do this twenty records were used. The records used with the exception of two choruses and the "Di quella pira" were recorded in Milan, Italy, the home of Italian opera, and in making them the services of a caste of well-known and competent artists was used as well as the famous chorus of La Scala Opera House and an orchestra directed by Carlo Sabaino.

The concert caused considerable favorable comment regarding both the machine and records and the progressiveness of the O. K. Houck Co. in introducing these improved talkers into the city. S. H. Field, the manager of the talking machine department, was in charge of the concert.

The American Graphophone Co. have declared their quarterly dividend of 1¼ per cent. on the common stock, payable December 15.

## ATTENTION

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17 South Ninth Street

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## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., Dec. 8, 1906.

PRODUCTION OF SOUND-RECORDS. Isidor Kitsee, Philadelphia, Pa. Patent No. 836,510.

This invention relates to an improvement in records which are produced by what is called the "cutting-stylus," and the systems now employed differ from each other in that one reproduces the sound-waves by the depth of the cut and the others reproduce these sound-waves by removing an etch-resisting film on a solid plate. In all these cases a resistance is offered to the movements of the stylus, and through this resistance these movements are greatly retarded. The records therefore cannot reproduce the voice in its natural amplitude. It is the aim of this invention to obviate these difficulties.

The underlying principle of this invention consists therein that an etch-resisting material is deposited on a solid surface in accordance with the vibrations of the diaphragm produced by the generated sound-waves, and as the most simple manner of depositing this etch-resisting material consists therein that the same is dissolved in a fluid and the following method is preferred: First dissolve a shellac, rosin, or other free-dissolving etch-resisting material in a fluid, preferably one which quickly evaporates, and preferably a solution of shellac in alcohol or rosin in

to the surface of said plate a plastic material capable of receiving impressions and hardening after such impressions are made.

Where it is desired that the evaporation of the etch-resisting fluid should be accelerated, the solid plate may be through artificial means raised to the required temperature; but in some cases it may be preferred not to use any evaporating fluid, and in such cases wax is heated so as to become fluid, and in this case the reservoir from which this heated wax issues should always be kept at the required temperature; but the plate on which the wax is deposited may then be cooled by any of the well-known means.

The great advantage of this process consists therein, first, that the stylus is not subjected to the retardation to which it is subjected in the processes of to-day, and, second, that the original is produced in the negative, making it possible to produce directly therefrom any desired number of positives.

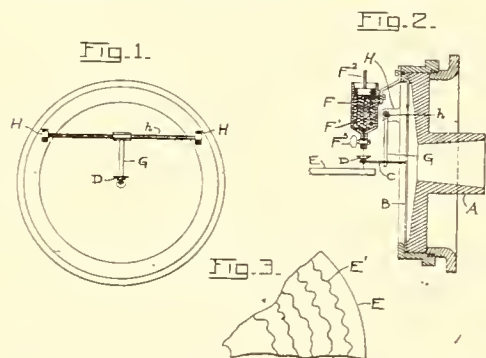
In order to explain this invention more clearly, the accompanying drawings are referred to: Fig. 1 is a plain view of a diaphragm embodying the invention. Fig. 2 is a cross-section of a recording mechanism with the invention attached thereto. Fig. 3 is a plan view of part of a record. Fig. 4 is a cross-section of a recording mechanism with the device in modified form.

PHONOGRAPH. Eugene C. Smith, New York, assignor to Hawthorne & Sheble Mfg. Co., Philadelphia. Patent No. 836,470.

This invention relates to phonographic devices, and more particularly to a device to be carried

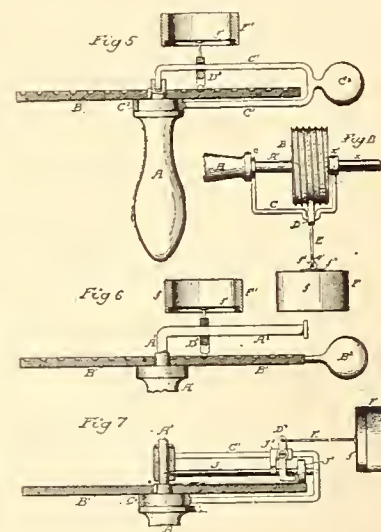
toy; and the invention consists, broadly, in the use, with a handle, of a phonographic record and a "transmitter" connected to a stylus arm or lever, the transmitter or record having rotary motion, whereby the stylus is caused to pass over the phonogram and the transmitter is actuated.

Preferably this invention consists in mounting the record non-rotatively on the handle and yoking the transmitter freely to the handle, so



hydrocarbon. A stylus is provided which is supported by the vibrating diaphragm of a recorder with an orifice and allow the etch-resisting fluid to issue from a reservoir in close proximity thereto. Beneath the stylus is then placed the solid plate to receive the record. The etch-resisting fluid should issue from the reservoir in a very thin stream, and as the stylus, with its orifice, has to vibrate in accordance with the vibration of the diaphragm proper it is obvious that the liquid will be deposited on the solid surface in a manner so as to reproduce these vibrations. After having deposited thereon the required recording-lines the plate is subjected to the process of etching, whereby such parts of the metallic plate as are not protected by the etch-resisting fluid will be depressed, leaving such parts as are protected by the fluid in relief. The so-prepared record-plate is in reality a negative of the sound-waves generated, and to produce from same a positive it is only necessary to apply

in the hand which, when whirled about will reproduce in sounds the phonograms impressed upon a phonographic "record." The object of the invention is to provide such a device of simple and cheap construction, easily manufactured, portable, and adapted to answer the purpose of a

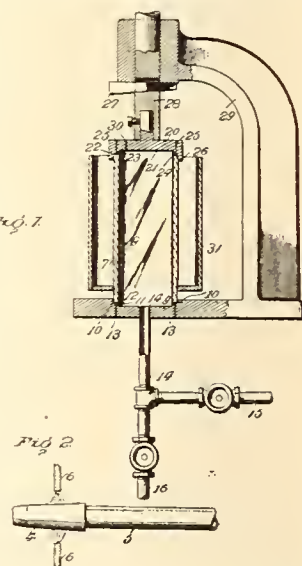
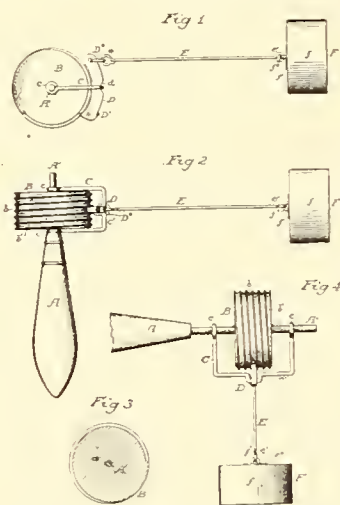


that on whirling the device about, the transmitter will have a movement of rotation concentrically about the axis of the record.

Fig. 1 is a top view of the toy. Fig. 2 is a side elevation of the same. Fig. 3 is a transverse section of the phonographic cylinder and feathered spindle on which it is carried; and Figs. 4 to 8, inclusive, are views, partly in side elevation and partly in section, illustrating other embodiments of the invention.

APPARATUS FOR MOULDING SOUND-RECORDS. Walter S. Tyler, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 836,417.

This invention relates to improvements in apparatus for producing duplicate cylindrical sound-records by impressing blank cylinders against the inner surface of a matrix, and particularly blank cylinders having a thin wall and made of materials such as celluloid, their object being generally to improve the efficiency of such apparatus in forming upon the record-blank an accurate impression of the surface of the matrix. The improvements constituting the invention may be readily comprehended from the detailed description and drawings. Fig. 1 is a vertical sectional view of the apparatus, and Fig. 2



**A Merry Xmas to All**  
Edisonia Co., Newark, N. J.

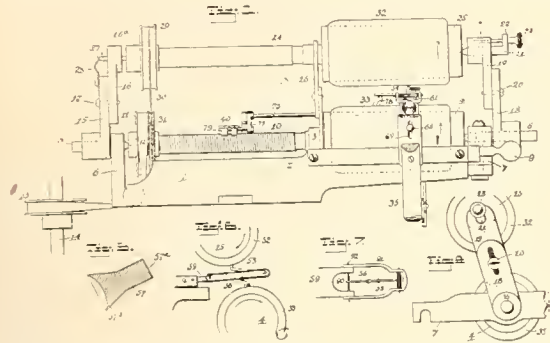
**TALKING MACHINE SUPPLIES**



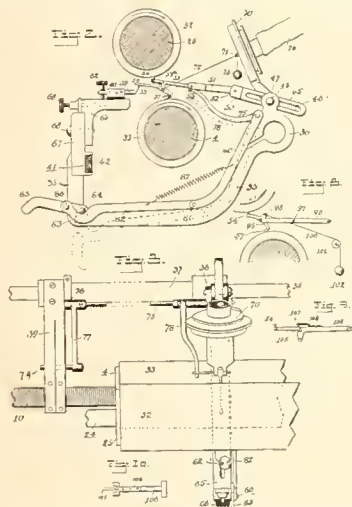
is a schematic view of means adapted to be used in preparing blank record-cylinders for use in the apparatus of Fig. 1.

PHONOGRAPH FOR DUPLICATING PHONOGRAPH RECORDS. Frank L. Capps, Newark, N. J. Patent No. 836,089.

This invention relates to improvements in phonograph-machines, and particularly to a machine for duplicating phonographic records. One of the most important features in the invention



is the device for supporting the reproducing and recording styli in operative relation to the cylinders. The device is so arranged and constructed that the recording stylus will be free to move under the control of the reproducing stylus in a direction approximately perpendicular to the



tangent of the record-blank at the point of contact of the recording-stylus therewith and will at the same time be held against movement in the direction of the tangent. This result is accomplished, preferably, by a lever mechanism comprising two levers pivoted together in the line approximately perpendicular to the tangent of the record-blank at the point of contact with it of the recording-stylus, one lever supporting a reproducing-stylus and the other lever a record-

ing-stylus, and independent supports for said levers. The support for one of the levers is preferably an adjustable one, and a weight is also preferably applied to one of the levers to insure uniform operation. This lever device couples the styli together and enables them to automatically adjust themselves to cylinders of different sizes and thicknesses. This arrangement affords a free vibration for the recording-stylus in a direction (perpendicular to the tangent) least affected by the rotation of the blank, and the device is therefore particularly free from choking and is capable of faithfully recording all of the delicate rich tones which render a record full and satisfactory. These fine tones are lost if the recording-stylus is not free to vibrate under the influence of the reproducer.

Another feature of great importance in this invention is the shape and manner of supporting the recording-stylus to produce a clean shearing cut in the record as distinguished from a scraping cut. The stylus is formed with an enlarged frusto-conical cutting-head, and is so supported that the cutting edge will recede from the perpendicular to the tangent at the point of contact with the blank. A stylus of this structure supported in this manner and free to vibrate perpendicularly to the tangent, as above explained, produces a perfect record.

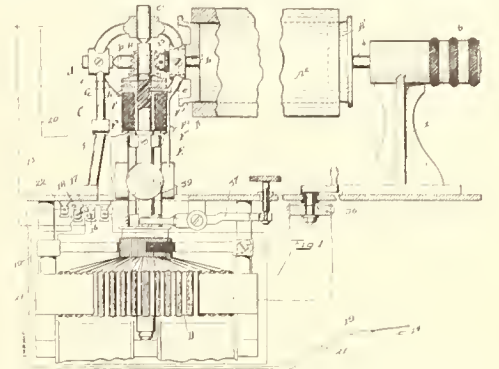
The invention will be understood by reference to the accompanying drawings, wherein Fig. 1 is a front elevation of the improved record-duplicating phonograph-machine. Fig. 2 is a sectional end elevation of the same. Fig. 3 is a detail plan elevation. Fig. 4 is a detail end view showing the removable centering, journal pins for the two mandrels. Fig. 5 is an enlarged longitudinal sectional view of the recording-stylus. Figs. 6 and 7 are detail views of a modified arrangement for supporting the reproducing and recording styli. Fig. 8 is a detail representation of another modification. Figs. 9 and 10 are detail views representing a portion of the reproducing stylus arm pivoted to the main portion to allow a slight sidewise movement.

PHONOGRAPH. Charles W. Noyes, Cincinnati, O., assignor to Hawthorne & Sheble Mfg. Co., Philadelphia, Pa. Patent No. 836,940.

This invention relates to an improvement in phonographs, and its prime object is to devise a machine particularly organized and adapted for office amanuensis and known to the trade as the "commercial" phonograph.

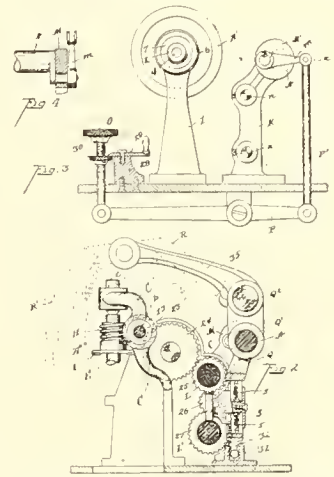
One of the objects of this invention is to provide means in connection with the main drive of the record, reproducer, and the recorder which is under the full control of the operator when in

use, so that it can be instantly started and stopped. Another object is to provide improved means for supporting the record-cylinder. Another object is to provide means for readily in-

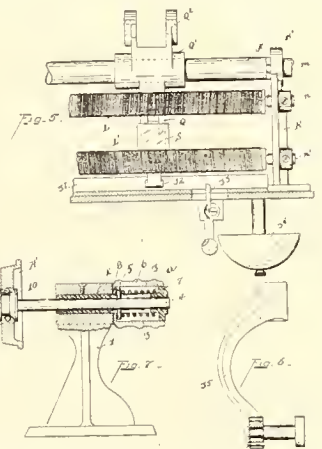


serting and withdrawing the record and maintaining a constant initial position without destroying or varying its accuracy relative to the reproducer or recorder.

Various other features of this invention are set forth in the description of the accompanying



drawings, in which Fig. 1 represents a central sectional view, partly in elevation, illustrating the main drive for the various parts, together with the electrical connections. Fig. 2 represents a cross-sectional view showing a portion of the main power driving shaft in connection with a train of gears for traversing the recorder and



reproducer mechanism. Fig. 3 is an end elevation, partly in section, showing the means for operating the reproducer and recorder traversing mechanism for controlling the direction of traverse. Fig. 4 is a section on line x x, Fig. 3. Fig. 5 is a front elevation of a portion of the traversing mechanism for the reproducer and recorder. Fig. 6 is a top plan view, partly in section, of the recorder and reproducer supporting arm. Fig. 7 is a central vertical section of the tail-stock for supporting the record.

PROCESS OF MANUFACTURING SOUND RECORDS. Thomas H. MacDonald, Bridgeport, Conn. Patent No. 836,646.

This invention relates to the production of sound-records in a metallic tablet, and more particularly to records of the disc form. Its object is to produce with commercial economy metallic sound-records of superior quality. In carrying out the invention an original sound-record (preferably a record of varying depth) is made in the usual way—i. e., by engraving upon a tablet of the ordinary wax-like material. From this original an electrotype master is made in the usual way—that is, by first coating the wax record with a coating of plumbago or other conducting ma-

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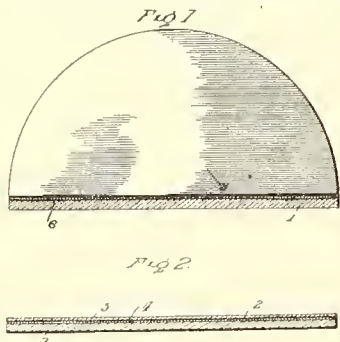
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terial and then depositing thereon electrolytically a layer of suitable metal, such as copper. The copper master is separated from the wax original and after careful cleaning and polishing is plated with a plating of metal, such as silver, which is acted upon by a metalloid. This silver-plating is preferably applied by means of the "washing" method—i. e., applied by a camel's-hair brush—rather than by electrodeposition. The copper plate is thoroughly cleaned and a silvering paste brushed over its surface. This paste is prepared by dissolving silver nitrate in water, precipitating the silver in the form of a chlorid by means of common salt, washing the precipitate and dissolving it in potassium cyanid. The solution is filtered, if necessary, and mixed with enough whiting to make a thin paste. In practice it is found that twenty-two parts of silver nitrate to forty-two parts of cyanid of potassium give good results. The metallic negative is now used for obtaining duplicates by the direct electrodeposition of the metal upon the silver-plated master or negative. To make this operation commercially successful it is necessary that a separating-film should intervene between the negative and the electrodeposited positive or duplicate, so that the two may be separated without injury to either. This film must be exceedingly thin, so as not to obliterate or modify the



form of the sound-vibrations, and it should be uniform, continuous, and capable of being readily applied and renewed. These and all other conditions necessary to insure success are met by subjecting the silver-plated negative to the action of a chemical agent, such as the sulfid of an alkali or alkaline earth. Potassium sulfid has given the best results thus far obtained. Sulfur fumes have also been successfully used. In carrying out this part of the operation a weak solution of potassium sulfid prepared by dissolving one-half ounce of the sulfid in one gallon of water is flowed over the metal negative and at once poured off. This causes the formation of an exceedingly thin but uniform and continuous light-brown film of a sulfid of the metal acted upon (in this case sulfid of silver). The surface is then washed with clean water and placed in the plating-bath. A duplicate record of the desired thickness is now deposited electrolytically, copper being the metal preferred. The surfaces of the negative and positive can now be readily separated by introducing the blade of a knife between the edges at any point. The duplicates may be then polished and finished in any suitable way, as by nickel-plating. Duplicates made in this manner are not only very durable, but they have acoustical qualities of a very superior order, readily distinguishable by the ear from records made in wax or other plastic material. The noticeable characteristics are fidelity to the original sounds and a very rich and agreeable tone quality.

The formation of the separating film (in the form of a salt or compound of the metal constituting the surface of the negative) may be accomplished in other ways. For example, the silver surface may be oxidized by heat or other method of oxidation and fair results obtained; but the best mode now contemplated of applying the principle of said invention is that stated above. Other modifications will readily suggest themselves to persons skilled in the art to which the invention relates. The negative can be used for the production of a large number of duplicates; but the separating-film must be renewed after every two or three duplicates.

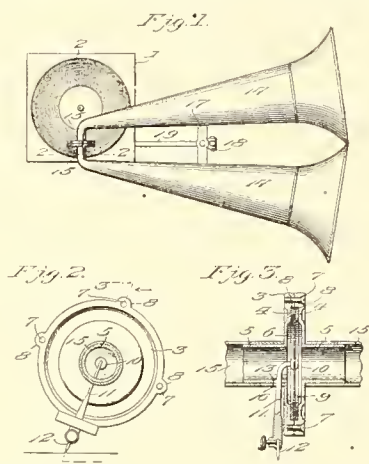
For the purpose of graphically illustrating the invention, reference is made to the accompany-

ing drawings, in which Fig. 1 is an isometric sectional perspective view showing a tablet with a record formed thereon having an electrodeposition superimposed upon the record-face of the tablet, and Fig. 2 is a cross-sectional view showing the negative formed by the electrodeposition properly backed and a record electrically deposited thereon with a separating film between the metallic negative and the record thus deposited.

GRAPHOPHONE. Justin J. Hammer, Red Bluff, Cal. Patent No. 836,032.

The invention relates to an improvement in graphophones comprehending specifically a means for intensifying the sound reproduced by the instrument.

The main object of the present invention is the production of a sound-box of a particular construction, in the use of which the sound-waves are



taken from each side the diaphragm, whereby to intensify the quantity and improve the quality of the sound.

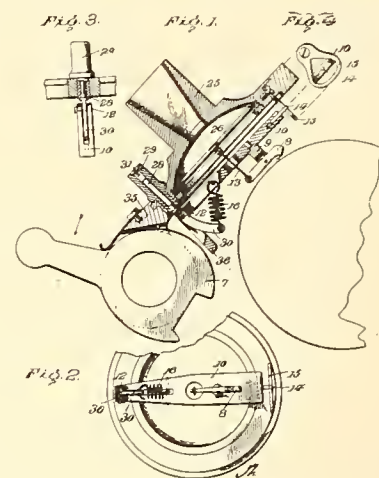
Fig. 1 is a plan view showing a graphophone provided with improved sound-reproducer. Fig. 2 is an enlarged section on line 2 2 of Fig. 1. Fig. 3 is a section on line 3 3 of Fig. 2.

SOUND REPRODUCER. Thomas H. MacDonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 835,544.

This invention has reference to the construction of sound-reproducers for use with sound-records of the varying depth type. Such reproducers have heretofore been constructed so that the reproducer as a whole or the stylus-carrying member thereof is pivoted and rests by gravity on the sound-record. This gravity-reproducer has certain well-known utilities, such as adjusting itself to and faithfully tracking the sound-groove and bearing with uniform pressure upon the tablet. These results are practically indispensable to successful sound-reproduction in talking machines.

Efforts have heretofore been made to substi-

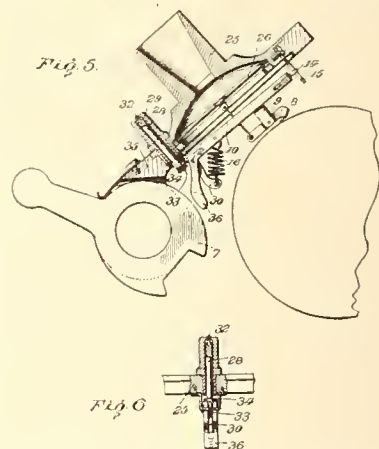
tute spring tension for the weight and at the same time secure the above-mentioned indispensable results. These efforts have not been entirely successful from a commercial standpoint, since the structures were either too complicated



for use in the hands of any but skilled experts or else were too expensive to manufacture, and in some instances both of these objections obtained.

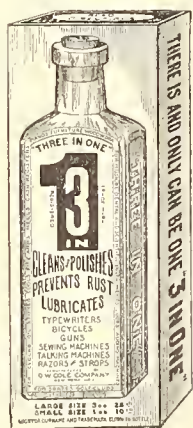
The object of the present invention is to secure by the use of spring tension the same practical results heretofore obtained by the use of a weight, while at the same time providing a structure which is simple in operation and may be cheaply constructed.

The inventive idea involved in the present invention may find some variety of mechanical expression, but, generally speaking, it consists in combining with the diaphragm and a stylus connected therewith a pin journaled to turn in the frame of the reproducer in a plane approximately perpendicular to the diaphragm, which pin carries a spring tending to press the stylus against



the sound-record. This affords a structure that may be cheaply manufactured, is perfectly simple in operation, and is thoroughly effective

## Use "3-in-One" Oil "Oil" by Itself



"3-in-One" never should be mixed with any other oil. It's in a class all by itself—has been for 12 years. Keep it so for best results. Use it to lubricate, brighten and polish the various parts of all kinds of talking machines. Use it to keep disc and cylinder records clean. The "3-in-One" Book tells details. Get a copy from us or your jobber.

"3-in-One" is not only the best oil for your customers to buy—it's the best oil for you to sell. 50 and 100 per cent. profit—any reason why you shouldn't make it, same as other talking machine dealers are doing? 10c. and 25c. bottles. Your jobber is ready to supply you.

FREE sample bottle of "3-in-One" sent to any dealer on request. Just write to

**G. W. COLE COMPANY,** Sole Makers  
of "3-in-One"  
Broadway and Liberty Street, New York City.



since the spring and all the connected parts move with the pin, which is journaled in the frame as above described.

Furthermore, the present invention not only secures high efficiency in sound-reproduction, but it results also in an economical and durable construction. The floating weight is dispensed with and its place is taken by a relatively light plate to which the stylus-bar is pivoted. Moreover, the spring acts when the reproducer is not in use to hold the supporting-plate firmly against a stop, thereby preventing rattling and greatly diminishing the liability to injury. A reproducer of the improved construction can operate at one angle to the horizon as well as at another, whereas the ordinary gravity-reproducer will only operate advantageously at the particular angle for which the weight has been calculated.

In the best form in which the invention has thus been applied, the reproducer and diaphragm have no movement perpendicular to the tablet, the stylus being pivoted to a supporting-plate hinged so as to move perpendicularly to the tablet, and the spring being applied to this supporting-plate. When the reproducer is brought into its operative position, the pressure of the stylus on the tablet lifts the supporting-plate from its rest or stop and puts the spring under tension or compression, as the case may be.

The spring is attached not to a fixed part of the frame, but to a pin or bar which is hinged or swiveled to turn on an axis at right angles (or approximately so) to the diaphragm. The stylus is pivoted to this same bar, so that the spring being carried entirely by the swinging part of the reproducer has no tendency to force the reproducing-point out of the sound-groove. On the contrary, experiment shows that the construction herein described gives better results in tracking than reproducers previously in use.

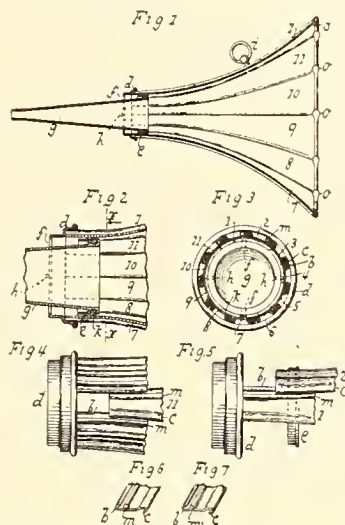
Fig. 1 is a sectional view through the center of the diaphragm, illustrating a reproducer constructed in accordance with the invention. Fig. 2 is a bottom plan view thereof. Fig. 3 is a partial end view of the hinge. Fig. 4 is a detail of the guard and stop. Fig. 5 is a view in cross-section of a modified form of the mounting. Fig.

6 is a detail in section of the hinge thereof.

**SEPARABLE PHONOGRAPH-HORN.** Edward Weislowits, New York, assignor to Nettie Weislowits, Newark, N. J. Patent No. 835,338.

This invention enables a horn to be brought to practically flat condition or its elements or sections to be slipped apart and superposed to occupy but little space.

This invention is illustrated in the annexed



drawings, in which Fig. 1 is a longitudinal section of a horn embodying this invention. Fig. 2 is an enlarged view of part of Fig. 1. Fig. 3 is a section along x x, Fig. 1. Fig. 4 shows a horn element or section partly out of place or not slipped fully home. Fig. 5 is a view of two sections of horn elements partly engaged. Fig. 6 is a detail. Fig. 7 shows a modification.

**DUPLICATING PHONOGRAPH RECORDS.** Varian M. Harris, Chicago, Ill., assignor of one-fifth to Robert Burns, same place. Patent No. 837,061.

The present invention relates to that method or process of manufacturing duplicate phonograph records of celluloid or other like material in which a mold is used having a negative matrix formed in its interior surface or bore and into which negative matrix surface the duplicate phonograph record in the form of a thin-walled cylinder is pressed to impart to the periphery of such cylinder a positive impression from such negative matrix surface; and the object of the present improvement is to provide a simple and efficient method for use in the manufacture of their cylindrical phonograph records and with which the production of the duplicate records can be effected in a rapid, certain and positive manner.

In the accompanying drawings, illustrative of the present invention, Fig. 1 is a longitudinal section on line x x, Fig. 2, of an apparatus adapted to carry out the present method; Fig. 2, a transverse section of the same at line x' x', Fig. 1.

#### TALKING MACHINES FOR CHILDREN.

Helicou Hall, the Socialistic colony established on the outskirts of Englewood, N. J., by Upton

Sinclair, of "Jungle" fame, is fully up to date in one particular at least. There is a large room on the ground floor devoted entirely to talking machines, where children and their elders may go in idle moments and hear the latest compositions rendered in approved style. Not a half-bad idea for keeping the colonists contented with their peculiar lot.

#### PARSONS' LATEST INVENTION.

**A Pneumatic Device for Increasing the Volume and Richness of the Tone of Stringed Musical Instruments.**

A recent cable from London conveys some information regarding another invention of Chas. A. Parsons, the inventor of steam turbines, and several devices for improving the talking machine. It reads as follows: "Two huge trumpets resembling ventilating shafts on an ocean steamer, which have been in use during the past week in the Queen's Hall Orchestra, have been looked upon by many promenade concert patrons as part of an improved system of ventilation.

"The supposed ventilators are, however, parts of a new invention by the Hon. Charles Parsons, called the auxetophone. The auxetophone is a pneumatic device for increasing the volume and richness of the tone of the stringed instruments, and is worked by air supplied by a blower in the basement of the building.

"The auxetophone consists of a small comb-like valve made of aluminum, which is connected to the front wood of the instrument near the 'bridge,' and vibrates in response to the natural tones produced by the player. This valve controls the exit of the air from a small box fed from the blower into a large spiral shaped trumpet, which emits sound waves identical in quality and intonation, but richer in tone and larger in volume than those produced by the instrument itself unaided by the auxetophone."

The inventor claims that the device is practicable not only for the double bass but for every instrument in the string band. It suggests the possibility of decreasing the often prohibitive cost of producing modern works in which the orchestration is so elaborate that a large number of strings are required to balance the brass and wood. The auxetophone may make it possible for a quartette to do the work of the sixteen first violins and twelve seconds.

#### TO TRANSMIT HUMAN VOICE.

**Denison Man Invents Instrument for the Purpose.**

(Special to The Talking Machine World.)

Denison, Tex., Dec. 1, 1906.

J. L. Bowman, of this city, says he has perfected an instrument for transmitting the human voice through space without the aid of wires. He will leave soon for San Francisco to investigate inventions about the same line. Mr. Bowman's instruments will transmit the voice but a short distance through space, but he expects to overcome that difficulty. He claims that his invention is superior to one lately perfected in France, in that no batteries are used.

## Some Facts Worth Considering

**T**HE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings**, for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

**National Musical String Co.**  
New Brunswick, N. J.



**Mr. Dealer:**

If you want always to get the goods, send your orders to a house of exclusive

**Victor Jobbers.**

**STANLEY & PEARSALL,**

541 Fifth Avenue, N. Y.



## With the Makers and Sellers of Automatic Specialties

### IMMENSE GROWTH OF BUSINESS.

Closing the Greatest Year in the History of the Automatic Specialty Trade—The Industry Broadening Out and a Wider Recognition Obtains of the Merits of the Musical Specialties Now Put on the Market—Arcades in Southern States—Municipal Authorities Not Treating the Industry Fairly—Amusing Incident in China—Slot Machines Strong Favorites With Arcade Men and Everything of Merit Selling Well.

With the close of the present month we turn our backs on what has been the most prosperous year this trade has ever known, and one which will long be remembered as the "great automatic renaissance". Some might think this statement merely word painting, but to one who has studied minutely the marvelous growth of this industry from the oblivion into which it had sunk, and saw it gather in its harvest from all parts of the globe, the propriety of using that term will be apparent. Many extensive changes have been brought about during the year of 1906, and as the industry grows new fields of effort seem to open out before it.

Arcades which for some time have found foothold in the Southern States have been compelled in many instances to exclude the negro from among the patrons on account of the deep animosity between the two races. It is, therefore, apparent that a large amount of custom was lost by parlor managers in these sections. Taken as a whole, the negro is music loving, and will, without a thought for the morrow, spend his last sou for the sake of a hearty laugh or a new tune from the talking machines. Then again in many localities his race is by far in the majority. Yet it was but very recently that the slot machine has been utilized by the race as a lucrative investment, and it remained for a negro to see the opportunity and gather together capital to undertake the enterprise in a proper manner. In foreign countries the slot machine undoubtedly has a brilliant future, though at the present time a number of difficulties present

themselves which, to say the least, are perplexing. Location has nearly everything to do with the success of an arcade. Unlike a theater its one great attraction lies in the seductive glare of its electric lights, the bright colored signs or the sound of music from the automatic pianos and talking machines. Situated on a lively thoroughfare with crowds constantly passing it will invariably prove a gold mine. But placed on the quieter side streets its intake is bound to be limited, for few even among its most enthusiastic devotees will take the time to hunt one up. The arcade is one of those things that draws us to it on the impulse of the moment, not by any prematurely defined thought. It is in securing a location that the arcade man finds his greatest difficulty in Europe. Here the peculiar laws in vogue governing leases on property offers a bulwark both annoying and hard to surmount. Leases on nearly all property are taken out covering a span of ninety-nine years. These locations are handed down from father to son, or in a few cases sold to an outsider; but the purchaser is liable for the time remaining until the expiration of the lease. Desirable locations on the large avenues are held mostly by old established houses. These, unless in the case of a failure, would not relinquish their proprietorship. Then again, although the arcade is undoubtedly a wonderful money making venture, an inventor must needs think twice before tying himself down to a centennial contract.

\* \* \* \*

Slot machines hold a strong attraction for the public of to-day, but they are not a necessity, and taking into consideration all the advancements possible during a century to come, it would be a far-sighted seer indeed who could gauge their effect on the people of twenty hundred and six. China has proved a most fertile field for these devices, many elaborate arcades having been fitted out in Peking, Shanghai and other of the large cities. Automatic pianos, talkers, illustrated songs, moving pictures and vending machines have proven the most popular. But for the strength testing apparatus, the Chinaman has little use.

An amusing incident, which occurred in one of the arcades located in the Celestial Empire, is worthy of note. When the vibratory machine called "The Doctor" first came on the market the enterprising manager of this arcade promptly sent in his order. This machine is built in the form of a man of giant size, with amazing muscular development, and is gilded and gotten up in striking style. In his hands rests an iron bar, which the operator takes hold of, after depositing his coin, and receives the vibrations. Soon after its installation up walked a pigtailed son of Confucius to inspect this new wonder from the land of the "Melicanman." Curiosity finally got the better of him, and being egged on by his countrymen, who had gathered around, he took his stand and deposited a coin. At once the machine commenced to get in its work. With a rumble and a jar it promptly started to shake the Chinaman in the most approved manner, not, however, wholly appreciated by him, for with a shriek of terror he prostrated himself before this unknown god from over the seas, and on recovery beat a hasty retreat. As funny as it may seem, this did not prove so amusing to the manager, for it was many a day and only after the greatest efforts that he could convince his superstitious patrons that his place was not "velly blad medicine," to be given a wide berth.

\* \* \* \*

In this country arcade men are having more or less trouble with the municipal authorities. The question whether the parlors must obtain theatrical licenses is now before the courts. Some of them have none and others are operating under showman's licenses, for which they pay \$25 a year. The police contend, however, that they must obtain theatrical licenses, which cost \$500 a year.

In the meantime, these minions of the law, instead of enforcing other legal ordinances, disregarded right under their noses and fastening down the lid, make themselves unusually officious when dealing with arcade men.

### BIOGRAPH HAS CAUGHT PARIS.

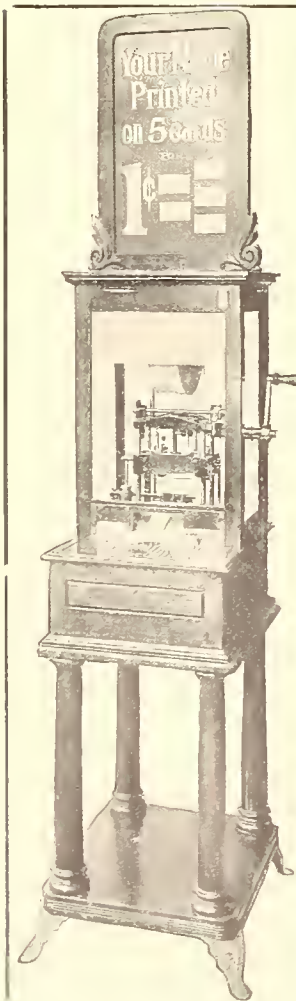
Becoming Quite a Fad—Budding Playwrights Are Sorry Now That They Quarreled With the Boulevard Managers.

A dispatch from Paris says that young French playwrights are in despair. Parisian audiences prefer the cinematograph to their curtain raisers. Hitherto a young dramatist took his first step on the ladder to fame when some indulgent manager consented to use his virgin effort as a curtain raiser. Then when he attempted a four-act play his name was already familiar in theatrical circles, therefore his chances of success were naturally greater than if he had been entirely unknown.

A recent quarrel between several boulevard directors and the Society of Dramatic Authors, which is all-powerful in France and which furnishes all curtain raisers, resulted in an unexpected innovation.

"We had to have something to act as prelude to the big performance of the evening," one well-known manager explained. "When our source of supply for one-act plays was cut off, we looked about for something else. I happened to be passing a cinematograph establishment one night, and the dense crowd in front of it suggested to me that a half hour's amusement of that sort would take just as well in the legitimate as in vaudeville."

His scheme proved to be a happy one, for after the theatre-goers began to grow accustomed to this novel entertainment they welcomed it with more enthusiasm than they did the traditional curtain raiser. It was especially popular with the "family circle." Then after a time it was



## THE CARD PRINTER

Prints any desired name on five cards for one cent

It is the latest and most popular coin-controlled machine. It has met with the unqualified approval of all slot-machine people and where placed on exhibition has been continually surrounded by crowds waiting their turn to print their names.

This machine is not a novelty, one that will loose its earning power within a month or two, but a machine furnishing a useful article in constant use. This machine will pay in any location such as hotels, railroad stations, waiting rooms, summer resorts and department stores, as well as any amusement place such as penny arcades, theatres, summer parks, etc.

As a money maker it has no equal. It will pay dividends of from one hundred to five hundred per cent. per annum, according to location and the coin used. It has earned \$42 a week operated with a penny. The Card Printer can be changed to operate with a five-cent piece.

The cost of material for cards and ink is nominal and shows an enormous profit. It is the most attractive slot machine now on the market. The entire works and all movements made by the mechanism in setting up type and in feeding, cutting and printing the cards are in plain view of the operator.

The works are nickel-plated and enameled. The cases are quartered oak. The Printer occupies floor space of fifteen by twenty inches. Weight boxed and ready for shipping 150 lbs.

For further particulars, address

**The Card Printer Co.,** 79 East 130th Street, New York City.



# The Picture-Phone

## AND

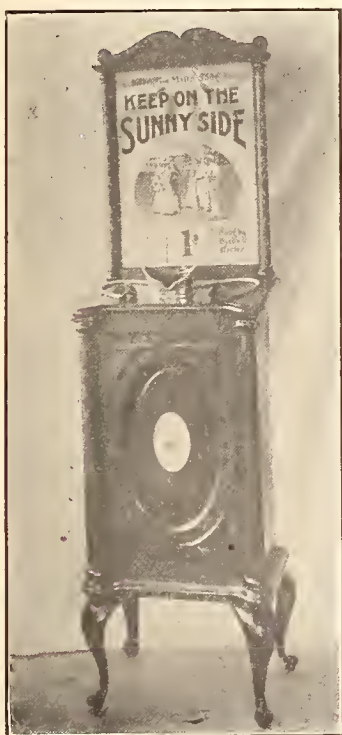
# MUSIC-PHONE

THE ONLY AUTOMATIC, COIN OPERATED DISK RECORD MACHINES

Each 8 inch record has an earning capacity of \$8.00 to \$12.00 Comparing the cost of these machines with their earning capacity proves them to be the *lowest priced machines* ever placed on the market

### PICTURE-PHONE

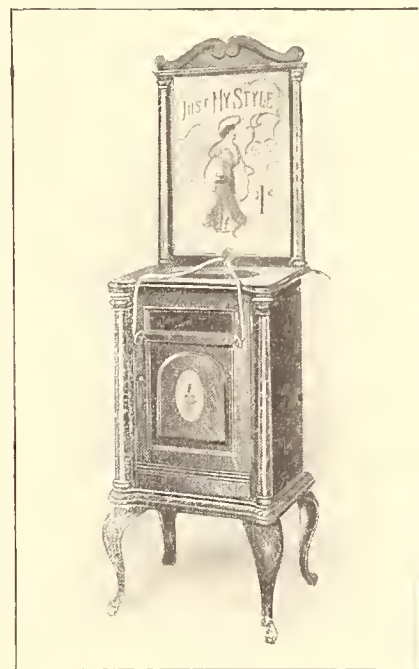
Illustrated Song Machine uses  
Disk Records



FOR ARCADES, PARKS, RESORTS,  
CAFES, HOTELS, etc.

### MUSIC-PHONE

Uses Disk Records



Extract from letter received from the  
largest user of slot machines:

"We certainly can congratulate you on the general appearance and the strong, accurate, mechanical workmanship of your machines. They certainly are the ideal machines of their class."

They Prove Themselves  
**ANOTHER BIG HIT**

## THE GYPSY QUEEN

READY IN THE SPRING

*Almost Human—the Most Wonderful Production Ever Credited to America.*

SHE TELLS YOU YOUR FORTUNE and draws the cards—NEVER TWICE ALIKE. Moves her eyes—bows and turns her head—her lips move while talking—and her breathing is perceptible. Place your orders now for spring delivery.

☞ **JOBBER AND DEALERS:** We will send you a sample package (10) of our **PRACTICALLY INDESTRUCTIBLE NEEDLES** for 50 cents. They prolong the life of the record—improve with use—impart real musical quality.

Write for catalogue, prices, terms, etc.

**VALIQUET NOVELTY COMPANY**

91-93-95-97 Green Street

NEWARK, N. J., U. S. A.



noticed that the box owners, who usually appeared just as the curtain was falling on the short opening play, began to arrive at 8.30. Decidedly the cinematograph was a success.

The quarrel between the Society of Dramatic Authors and the managers has ended, but the latter are so delighted with their new arrangement that they refuse to return to the old way.

"What chance have we now?" complained one young dramatist to The World correspondent. "Before the managers tried this cinematograph scheme they hadn't any idea that their audiences would endure such a thing. If this difference between them and the society hadn't come up, we should never have had this difficulty to contend with. Our profession is hard enough, but now it is worse. It is only natural that, when a manager sees that such a comparatively cheap device as moving pictures draws the crowd, he won't go to the expense of staging a play, paying the actors and the Dramatic Authors' Society, to say nothing of the fees he must give us, the authors."

The military governor of Paris, Dalstein, complains that the cinematograph is responsible for making the regulation army uniform ridiculous. Civilians dressed as sergeants, corporals and privates are posed against a background of barrack walls and, before the photographers, perform all manner of unseemly antics which are later shown for the amusement of the boulevard theatre-goers. When Prefect of Police Lepine heard that fun was thus poked at the dignity of the army he ordered the photographers and their accomplices, the bogus soldiers, locked up.

#### BIOGRAPH CO. DOUBLE OUTPUT.

Increase Factory Facilities and Install a Remarkable Equipment.

The Biograph Co., keeping pace with the enormous demand for its film productions, has just completed alterations and improvements in its Hoboken, N. J., factory, which will result in

the doubling of the company's output. The factory is a modern four story steel and brick fireproof structure, and the automatic machinery used in the development, printing and drying of films is so remarkable that one of the big technical magazines has now in preparation an extensive article describing it. Everything used in the manufacture of biograph films, i. e., cameras, printers, perforators, developers, dryers, etc., is the product of the Biograph Co.'s own mechanicians. It is said that the recently installed battery of automatic printers have a speed fully double that of any hitherto in use. The dark rooms are all substantially dust proof and are so arranged that they can be as completely cleaned and sterilized as a modern hospital operating room. Up to the present time a night shift has been working on biograph films, but it is hoped with the increased capacity of the plant night work will not be necessary. The Biograph Co. report phenomenal sales abroad, as well as in this country, on "The Tunnel Workers," its latest sensation.

#### RECENT INCORPORATIONS.

Universal Registry & Amusement Co., 763 Broad street, Newark, N. J.; to manufacture merry-go-rounds and amusement devices; capital, \$50,000. Incorporators: William Moore, New York; Maxwell Keane, Newark, N. J.; Frederick Wetjen, Jersey City, N. J.

People's Amusement Co., 419 Market street, Camden, N. J.; to manufacture mechanical amusements of woods, metal, etc., carousals, toboggan slides, etc.; capital, \$800,000. Incorporators: William J. Henderson, Walter P. Bishop, Matthew Stothart, Jr., all as above.

Electric Vaudeville Co., 111 Market street, Camden, N. J.; theatrical proprietors, etc.; capital, \$25,000. Incorporators: Joseph B. Campbell, J. K. Nevins, Charles J. Hepburn, as above.

Novelty Amusement Company; theatres, etc.;

capital, \$10,000. Incorporators: Thomas R. Finucane, Harry P. Sickles, William B. McCallum, Rochester, N. Y.

\* \* \* \*

Grand Vaudeville House; entertainments, concerts, etc.; capital, \$1,500. Incorporators: Elias Margulies, 150 Rivington street, New York; Wolf Fein, 421 Chester street; Jeudah Cogut, 183 McKean street, both of Brooklyn.

\* \* \*

Chicago Automatic Merchandising Co., Portland, Me., machinery; capital, \$300,000. President and clerk, M. W. Baldwin; treasurer, C. E. Eaton, both of Portland, Me.

#### HERE AND THERE IN THE TRADE.

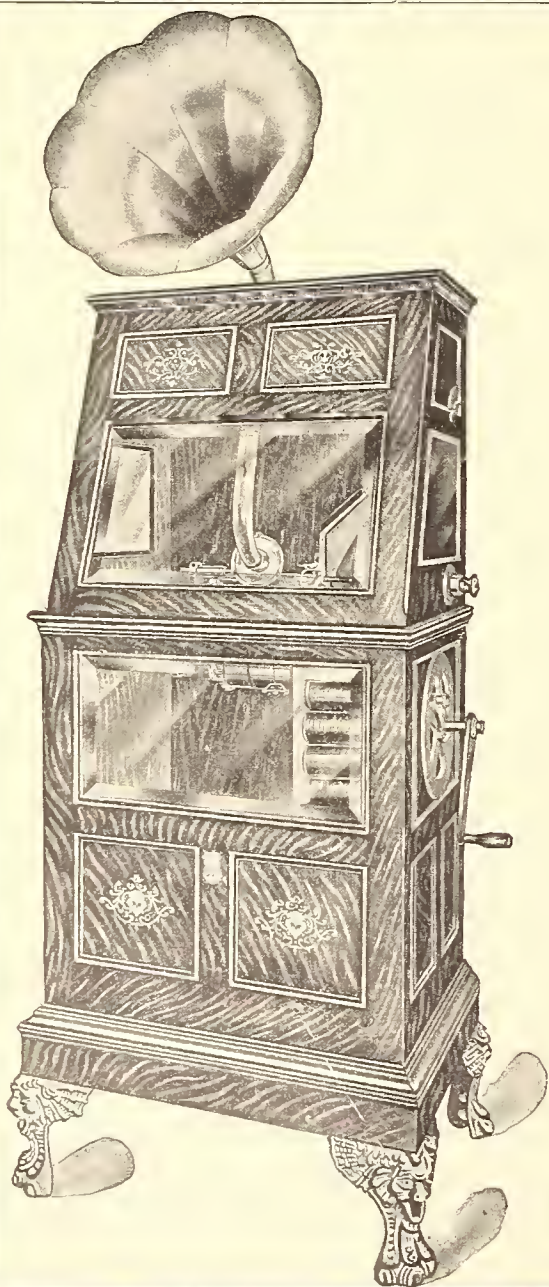
Some of the Latest Developments in the Trade Interestingly Set Forth for the Benefit of Our Readers.

The American Mutoscope & Biograph Co., 11 East 14th street, this city, have brought about an exchange of their mutoscopes with the Automatic Vaudeville Co., whereby they will substitute their new type "E" machines for the "D" type now being used by the latter company. This will leave on their hands a large number of the "D" machines, which, though second hand, are in perfect condition and are great money getters.

These machines, which this company are now offering at rock bottom figures, are a great bargain for any one entering in this field.

Augustus C. Faulkner, a prominent negro in the South, has collected a large amount of capital for the purpose of opening arcades in Birmingham, Ala.; Richmond and Norfolk, Va., and Washington, D. C., that will cater exclusively to the negro population.

The pistol range is a new automatic contrivance which has many attractive and meritorious points to recommend it. It offers an endless



## The Concert-o-Phone

*"Latest and Loudest"*

### A NEW DEPARTURE IN COIN-OPERATED TALKING MACHINES

Has the Columbia Twentieth Century Loud Speaking Graphophone, equipped with the best tone regulator on the market.

Uses any cylinder record on the market, including the new Columbia 6 inch B. C.

Operator has choice of 25 selections.

Simple in operation. Does not get out of order.

RETAIL PRICE, \$325.00

Write for Catalog and Terms

## SKELLY MANUFACTURING CO.

81 South Jefferson Street = CHICAGO

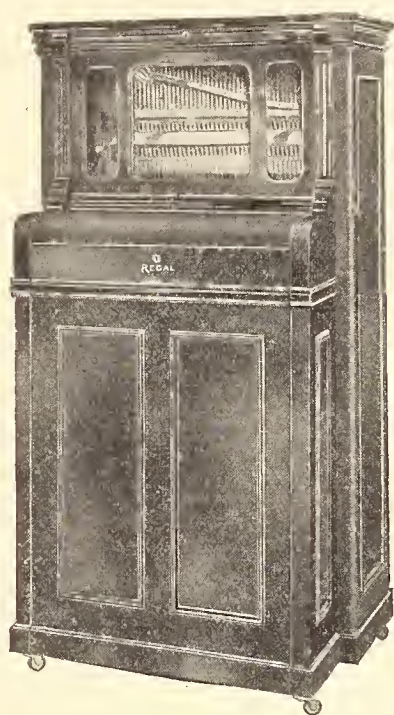


*You can make more dollars with the Regal Agency than with any other automatic music producer on the market.*

# REGAL

The Regal Player is the best on the market! It operates easier than any other, and it will make money wherever it is located in places of public resort. The agency of this wonderful creation is worth many dollars to the up-to-date dealer.

Don't overlook it.



The Regal "44"

The above illustration will give a fairly correct idea of one of the Regal styles. It is splendidly finished, attractively cased, and is an ornament which the owner of any cafe or public resort will be delighted to have in his place. It earns more money than any other coin operating machine on the market. We have hundreds of letters on file to demonstrate the truth of this statement.

# REGAL

Talking machine dealers can largely increase their income by a Regal alliance. It makes money easy, and it's money that most men are in business for. The coin operating business blends perfectly with the talking machine trade, and dealers who have secured the agency for this popular product have been more than pleased with the splendid results which they have obtained through the Regal.

## THE REGAL PIANO AND PLAYER CO.

889 Southern Boulevard, NEW YORK, N. Y.



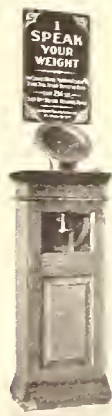
amount of entertainment and pleasure to the public, and is adapted for arcades, parks and cafes for practising the most popular art, marksmanship. The coin is placed in the slot of the pistol, aimed and shot against the slot bull's-eye. If the coin enters the slot the player gets it back, else it drops in the cash box inside the cabinet. The best marksman will make about one bull's-eye to three miss shots. The pistol range consists of an elegant hardwood case, on which is mounted a neatly finished metal and glass case containing the shooting apparatus, with nickel-plated revolver in front. The rear can be easily opened with a key to adjust the slot or bull's-eye attachment.

One of the most complete lines of slot machines in this industry is that carried by the Caille Bros., of Detroit, Mich. Their specialties are noted throughout the trade for their money making features, and they have won a reputation for always keeping abreast of the times. Their new automatic battery changer will save time, money and mistakes. Twenty dollars, or any desired amount of change, is placed in one drawer to make change from. Money received to be given change in full dropped in coin slot above drawer. For pennies, cuts off five pennies at once. For nickels, cuts off either two or five nickels at once. Arcade men will find this device of great help to the cashier in making change during rush hours.

The Automatic Stamping Machine Co., of Cleveland, O., are now manufacturing a useful and popular slot device. This machine will print and emboss any name and address on aluminum medals for five cents. The medals are made in various styles, and are used for identification key rings, trunk and baggage checks, souvenirs of cities and expositions, pocket pieces, umbrella marks, etc.

The New York Vitak Co. are now busily engaged in perfecting a motion picture machine which will retail at about \$30. This machine will compare with any machine on the market and can not only be used for home use, but for entertainments and public events of all kinds. "The Vitak," their small machine, has met with the universal approvement of the talking machine trade. Jobbers and dealers who are handling them have found them great sellers. In

**\$63.45** IN **ONE WEEK**



A Talking Scale in Kinsley's Restaurant, Chicago, took in this amount gross, leaving the owner \$47.59 clear profit after paying the location 25 per cent. of the receipts.

#### EXTRACT FROM NEW YORK SUN

"The man in the box is the hit of Broadway. The bars are crying for more of him. Not since the gambling machines were pulled out and sent to junk has there been such a nickel eater."

#### AT THE WORLD'S FAIR

At the Louisiana Purchase Exposition, held at St. Louis, Mo., one hundred Talking Scales were operated in competition with a like number of other coin-operating automatic weighing machines, the receipts from which were nearly 100 per cent. more than those of any other scale. This fact establishes the superiority of the Talking Scale. It is the biggest money-getter of any legitimate coin-operating machine in the world. Send for illustrated circular.

**THE UNITED VENDING MACHINE CO.**  
CAXTON BUILDING, CLEVELAND, OHIO

Coin Operated Talking Machines  
Coin Operated Illustrated Song Machines  
Coin Operated Machines of all other types

**THE ROSENFIELD MFG. CO.**  
591 HUDSON STREET, N. Y. CITY

**American Mutoscope & Biograph Co.**

11 E. FOURTEENTH ST., NEW YORK

**The Mutoscope** Oldest and Best Known Slot Machine

"The Backbone of the Automatic Parlor Business"  
Showing Moving Pictures in their Most Attractive Form

fact the demand has been so large that notwithstanding their greatly increased facilities; they have found it impossible to make shipments promptly.

The Rosenfield Manufacturing Co., 591 Hudson street, this city, are busily engaged in fitting out some new arcades in Europe and Shanghai, China. This company are among the oldest in the industry, and their product is universally used and liked. They are now about to place on the market a new weighing machine, which they claim is by far the most accurate ever made, every one of which is guaranteed as to accuracy and wearing qualities.

The card printer manufactured by the Card Printer Co., 79 East 130th street, this city, has proven itself one of the greatest money makers ever produced. One very desirable feature about the machine is its perfect adaptability to any location. Talking machine men could add materially to their income by installing one of these card printers in front or in their stores. For further particulars see their advertisement which appears in this issue.

The Valiquet Novelty Co. are just completing another gem, "The Gypsy Queen." This automatic lady nods her head, shuffles the cards, and in a low sweet tone tells you all about your faults, when you're going to marry, how many times the stork will pay you visits, etc., etc., and incidentally takes all the pennies you have. She sure is on to her job and will coin money for her owner. The Valiquet Co. have changed the name of their "Discophone" machine to "Music Phone."

One of the best paying coin operating machines introduced during the past ten years is the Talking Scale. This is an automatic device that calls out in a clear and audible tone the weight of the person standing on a scale. Sounds impossible, doesn't it? Well, that's just why everybody that sees it, whether or not they want to be weighed, step right up and drop their coins. This machine is a combination of two well-known inventions—the talking machine and a scale—and has proved a decided hit wherever it has been introduced. We quote the following interesting extract from the New York Sun: "The man in the box is the hit of Broadway. The bars are crying for more of him. Not since the gambling machines were pulled out and sent to junk has there been such a nickel eater." For further information see their advertisement which appears in this issue.

## TALKER AND ILLUSTRATED SONGS.

**How Earl Crabb of Indianapolis Utilizes the Talking Machine as a Singer of Illustrated Songs.**

Earl Crabb, manager of the Exhibit Parlors, Indianapolis, has the reputation of being a bright, shrewd young business man. For years Mr. Crabb held to the idea of using a talking machine as a singer of illustrated songs. To this end he made a number of experiments, trying out one new thing after another as they appeared, only, however, to meet with failure in every case. A year or so ago he abandoned the idea as hopeless and, so to speak, forgot all about it. Recently, and quite by accident, Mr. Crabb heard a BM (Twentieth Century Home) graphophone perform in an Indianapolis store. Right there and then the old idea came back to him and he reluctantly decided, as he himself puts it, to make one last experiment. Accordingly a BM graphophone was sent to the Exhibition Parlors for trial. The rest of the story is briefly told. Today the parlors contain a wooden box or stand covered with green plush and neatly trimmed in gold; upon this is mounted a BM graphophone equipped with a \$50 silk finished flower horn and over all is a nickel rod or rail bearing a sign which reads "The Humanophone." To quote Mr. Crabb: "The vocalist who sings for the graphophone possesses talent of a much higher order than I can obtain locally, and now that I am able to get a machine which does the singer ample justice, I can see no reason in the world why I should adhere to the old-fashioned plan. Besides, I need the money."

## THE BLOT REMOVED.

The duke's manner was visibly constrained in the presence of his affianced.

"I cannot marry into a family," he was saying as gently as possible, "whose wealth was accumulated in trade."

She trembled in spite of her efforts to appear calm.

"Do you lay that imputation upon my house, your grace?" she asked.

He bowed sadly.

"'Tis false!" she shrieked. "The money that came from the cafe only paid expenses. The profit was all in the Peerless nickel-in-the-slot piano."

"Darling, can you ever forgive me?" he exclaimed, sinking upon one knee.

"Edward!"

**Do you want more Profit?**

Get **THE NICKLIN** The best  
Coin Operated Piano  
in the World

This is a First-class Upright Piano—Can also be played by hand in the usual way

Manufactured by  
**Neola Piano & Player Company**  
General Offices, 201-203 East 49th Street, New York



**THE PIANOVA COMPANY,**

Manufacturers of

**44 AND 65 NOTE ELECTRIC PLAYERS**

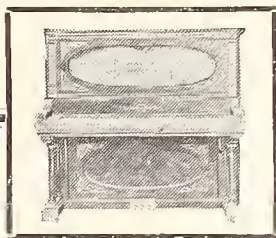
with or without nickel in the slot attachment

**SECURE THE AGENCY NOW.**

**117-125 Cypress Avenue,**

**New York.**





## Durability, Economy in Service Freedom from Breakdowns

Are the qualities that make the PEERLESS Coin-Operated the most satisfactory automatic pianos on the market and the best investment of its kind

### CENTRAL AMUSEMENT COMPANY

OFFICE

No. 412 Youngerman Building

B. F. ELBERT, Pres.

J. A. GETCHELL, Sec. and Treas.

Des Moines, Nov. 27. 1906.

Peerless Piano Player Co.

New York City.

Gentlemen:

Please rush piano ordered, we need it badly, we depend on your instrument and use no other now.

We think it is in a class by itself and we will always be glad to recommend it for you. We can show anyone in ten minutes why it is the best, because we know the piano game pretty well.

Very truly yours,

(Signed) B. F. ELBERT, Pres.

(This is the second PEERLESS Coin-Operated Piano ordered within six weeks and will be used for continuous playing.)

The PEERLESS is the ONLY Automatic Piano that ran continuously during the Pan-American Exposition in Buffalo, 1901, the St. Louis Exposition in 1904, and the Portland Exposition in 1905. And the only Self-Playing Piano to receive the Highest Award at all these Expositions was the PEERLESS.

SOME DESIRABLE TERRITORY STILL OPEN

# ROTH & ENGELHARDT

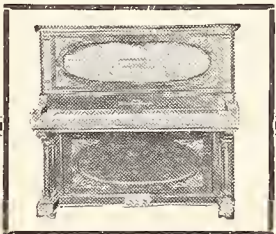
*(Props. Peerless Piano Player Company)*

Windsor Arcade

Fifth Avenue

New York

Factories: St. Johnsville, N. Y.





# WHEN AN EDISON PHONOGRAPH DRAWS A CROWD



**I**T IS AN INTERESTED CROWD, not merely a curious one. The Edison impresses even chance listeners with its superiority. It attracts trade because it attracts favorable attention.

The talking machine for you to push is the one that is the easiest to sell, the one that has the widest range, which gives the most perfect reproduction of sounds, which has the most convenient and distinct records.

That machine is the Edison Phonograph, the one which Edison himself has perfected.

If you carry the Edison line, put it to the front. If not, put it in and thus strengthen your position and add to your revenue.

It is not alone the advertising we are doing that makes it easy to sell the Edison Phonograph, it is also the Edison Phonograph, which once heard is its own best advertisement.

Write for catalogue, terms and the name of a nearby jobber who can supply you.

**NATIONAL PHONOGRAPH CO.** 59 LAKESIDE AVE.  
ORANGE, N. J.























ADDRESS  
0 021 248 772 7